BROADCASTING
Broadcast Advertising

TECHNOLOGY DEPT.

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DETROIT

"TO OUAH TEXAS FRIENDS—VIA WHO!"

● We guess everybody who knows anything at all about radio in Iowa also knows that WHO is "listened-to-most" by 60.4% of all Iowa radio families (nighttime)—that WHO covers this big State from top to bottom and from side to side. So just for fun we'd like to tell you a rather interesting story concerning our *secondary* coverage!

Seems that a Gawgia man who listens regularly to WHO's news broadcasts recently sent our Bob Burlingame a basket of peaches. Bob acknowledged the gift over the air—and the peaches sounded so good that a lady down in Jasper, Texas, wrote the Georgia man to order a basket for herself. It then turned out that the Georgia man's son knew the Texas lady's daughter from school days—so the Georgia man ordered a War Bond from WHO, to celebrate the reunion!

The moral? Well, during the winter, 60% of WHO's mail comes from Iowa, the balance from 35 to 45 states. (Summer mail comes from 30 to 37 states.) To us, that seems to *prove something* about WHO's personality and WHO's programming. Would you like *all* the facts? Write!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

XUM

IT ISN'T ANY TRICK TO PRODUCE RESULTS IN ATLANTA, GEORGIA

If you use the
Blue Ribbon Station
of the South

A FORT INDUSTRY STATION

WAGA

ATLANTA, GA.

AMERICAN RANGERS have a few neat tricks up their sleeves. One of them is to slip up behind a Jap Sentry, slap a hand over his mouth, and crack him in the ear with an open hand. Velly quietly and velly quickly honorable Jap joins honorable ancestors in Dante's honorable Inferno. It's not hard to do. But it takes nerve —and the ability to hit in precisely the right spot.

American Industry has a few tricks, too. For instance those who cannot sell their products to the public for the duration are keeping the public sold on them anyway. It's not hard to do. All it takes is the courage and vision to invest a few dollars to save a few million dollars worth of good-will and the ability to pick the right spots.

One very effective means to this end is clear channel 50,000 watt WSM. Over 2,000,000 radio homes prospering from war contracts, and industrial growth that is the fastest in the nation and a staple three billion dollars worth of agriculture year in and year out combine to make the WSM market the right spot—a pre-war, mid-war and post-war market of opportunity. A post card will bring some mighty interesting facts. Have your secretary drop us one now.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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XUM

Kind words from Quebec

Sales for you right here . . .

You get both with:

WWL NEW ORLEANS

50,000 watts - - clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 23 DECEMBER 7, 19

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

You'll have better luck buying spots on KFAB. We're rationing *some* of our time, but there are still places on our schedule open to smart, quick-moving advertisers who never let good opportunities knock twice. You really need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states. Call us, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB LINCOLN

THAT'S WHAT THEY'RE FOR, WGAC

The programs of the ASCAP Radio Program Service are written to be sold... by writers of long experience in commercial radio. If you are an ASCAP-licensed station, you may use these programs without cost.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City

WGAC

1240 KC
250 WATTS

SERVING
GEORGIA'S THIRD MARKET

Owned and Operated By The Twin States Broadcasting Company

AUGUSTA · GEORGIA

November 12, 1942

Mr. Robert L. Murray,
Director of Radio Program Service,
American Society of Composers, Authors & Publishers,
30 Rockefella Plaza,
New York, N. Y.

Dear Mr. Murray:

We wish to thank you for the special Armistice Day script, which we received recently.

This is one of the best program scripts we have had the pleasure of seeing. We sold the program to a local firm engaged in war work, and on the strength of the impression made by the program, we have been able to sign this advertiser for a regular weekly series.

Again thanks for sending us these excellent program scripts.

Yours very truly,

RADIO STATION WGAC

J. B. Fuqua,
General Manager

JBF/ls

CBS, by a painstaking, cautious, conservative combing of every one of 3072 counties of the USA, can tell you how to reach the gentleman in the picture, together with the family for whom he works—how to reach him more often, for less cost, than has ever been possible in human communication before. The nature of what you tell him is up to you to decide, up to him to judge—but there he is, and CBS knows concretely *where* he is, and *how-often* he listens—and from that you will get helpful guidance. The sooner you translate whatever claim you may have to his respect and support into action, the more soundly you will sleep nights *because you have taken him into a genuine partnership-of-purpose with you.*

XUM

It's right in his lap

The subject of the photograph is named John.

He is the Average American.

A very *un*-average person he is. He and his wife and kids (in the service or not) are 'what makes America go'. He works for somebody or other—maybe himself, even—but he runs the country. Increasingly it becomes apparent to him that his responsibilities and those of his kids are not limited by our national boundaries.

He runs the country?

Yes. What is perhaps more urgent is that HE RUNS YOU.

He's got the major problems of the world squarely in his lap. He realizes that if he doesn't tackle and solve them he will have to take orders from whoever tackles and solves them first. *He is thinking very hard these days.*

He doesn't like to sound off an opinion without plenty of facts to fortify his instincts.

He relies on radio, enormously and increasingly, for the facts and impressions on which he bases his judgments. He and his family listen some 5 hours a day. He is cagey as a fox about believing—or disbelieving—the information, argument and emotion he gets from the air. But out of his weighing, accepting and rejecting of everything he hears, he forms an opinion, and acts on it. This is called *public* opinion. *Radio* public opinion is 31 million families strong.

His personal opinion—no matter what the captains and the kings may say—will decide what happens to the USA in the factory, the military field, and the home.

He is not to be trifled with, nor deceived—especially on the air. He is "open to argument", and in the long run he is just. He is grateful for a good time, bountiful in his generosity, scornful of fraud—and loyal to tried friends.

He's worth taking up your case with. In 28 million homes he and his family listen to CBS. After all, he's your boss.

CBS

XUM

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

PHILIP G. LASKY

MANAGER, KROW, OAKLAND–SAN FRANCISCO

1919—Built his own experimental station, 9DHI
1920—Associated with W. D. ("Doc") Reynolds in building 9ZAF—later KLZ, Denver
1922—Elected a Junior of the Institute of Radio Engineers
1923—Became a sea-going wireless operator, holding "pink ticket" No. 17
1925—Worked on development of aircraft radio for U. S. airmail service
1927—Went with KDYL, Salt Lake City, as Secretary and General Manager
1935—Appointed Manager of KTAB, San Francisco—changed call letters to KSFO
1937—Affiliated with CBS—built new 5,000-watt transmitter
1939—Undertook management of KROW, as well as KSFO
1940—Resigned from KSFO to become part owner and head of KROW.

THIRTY-SIX years ago a whirlwind named Philip G. Lasky blew into the world. At thirteen, this cyclonic young man built his own amateur station. At fifteen, a High School sophomore, the Denver *Post* was calling him "a boy wonder". At twenty-one he was General Manager of a successful, fast-growing station. And today Phil Lasky, still a storm of energy and achievement, is one of the leaders of radio on the West Coast.

We think you know what we believe about *Management* in radio stations—that even more important than power and frequency, it's the *big thing* in station productivity. Not that every well-managed station is headed up by men of exactly similar temperament, because that of course isn't true. *But find a station that gives you unusually excellent results, and there you'll find good management.*

Here at F&P, we've tried to reverse the sequence on that last sentence: *We've* found the well-managed stations, and *you'll* find that they give you unusually excellent results. We'd welcome a chance to prove it, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WJWC . . CHICAGO-HAMMOND
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6474 — NEW YORK: 247 Park Ave., Plaza 5-9451 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 4949 — ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 23, No. 23 WASHINGTON, D. C., DECEMBER 7, 1942 $5.00 A YEAR—15c A COPY

Bingham to Direct Senate Petrillo Probe

AFM Head Slated To Testify Jan. 12

CONVINCED that the Petrillo-invoked recording ban must be lifted promptly lest national morale efforts become seriously undermined, the Senate Petrillo Probe Subcommittee has completed plans for its legislative inquiry into the whole music situation, with hearings definitely set to begin Jan. 12.

After contacting his five-man committee, Chairman D. Worth Clark (D-Idaho) announced last weekend that the committee had retained Herbert M. Bingham, well-known Washington attorney, as special counsel for the inquiry. Simultaneously, he disclosed that James C. Petrillo, AFM president, would be the first witness.

Small Stations Endangered

Retention of Mr. Bingham was viewed as assuring a thorough-going inquiry, looking toward remedial legislation in event the AFM president does not lift the ban on recordings and relax other of his actions which have been branded as arbitrary and as constituting interference with the war effort.

The inquiry will be conducted under authorization of the Clark resolution (SRes-286), rather than on Senator Clark's bill (S-2874) to amend the anti-trust laws. The latter measure, introduced in the Senate Oct. 23, will die with adjournment of this Congress—before the Petrillo inquiry gets under way.

New legislation, however, to amend the anti-trust laws and make it unlawful to engage in any agreement interfering with production of vital morale material or pursuits will be introduced by the committee chairman if that course becomes necessary.

Determination of the committee to retain counsel and to get the hearings under way promptly with opening of the new session was reached as it became increasingly evident that many smaller stations might fall by the wayside, for lack of program material, if the Aug. 1 edict prohibiting AFM members from recording for public performance continues in force.

The committee has before it the testimony of such figures as Elmer Davis, director of the Office of War Information; James Lawrence Fly, chairman of the FCC and Board of War Communications and Thurman Arnold, Assistant Attorney General, presented at its preliminary inquiry last September. At this session the committee concluded that national morale in wartime is threatened and that many broadcast stations will be crippled if the recording ban is not lifted.

Efforts since made by officials prominent in war work to arbitrate the recording issue have proved futile. It was largely for that reason that Chairman Wheeler (D-Mont.), of the Interstate Commerce Committee, authorized the subcommittee to proceed promptly with corrective legislation the goal unless some speedier solution is found.

It is presumed the committee will seek to learn why the AFM president invoked his ban last August and what solution he demands. He has never given a satisfactory answer to anyone, either in industry or public life, so far as is known, adhering steadfastly to his claim that canned music constitutes unfair competition with and results in unemployment of union musicians.

MR. BINGHAM

Chairman Clark has not announced committee plans beyond the calling of Mr. Petrillo. He asserted, however, that Mr. Bingham is analyzing the tremendous volume of complaints and evidence presented to his committee since introduction of his original resolution Aug. 27.

Requests to Appear

Several score requests and appearances have been filed, including those from the affected industries — broadcasting, transcription, juke box, and other public performers of recordings. Music organizations and societies which have felt the sting of the AFM orders likewise have sought the right to appear.

It is expected the NAB, which has retained Sydney M. Kaye, former executive and attorney for Broadcast Music Inc. as its chief counsel, will present considerable testimony based on surveys it has undertaken since the recording ban was imposed. The major networks do not propose to appear, at this stage in any event.

Chairman Clark last week conferred with members of his committee regarding the Petrillo inquiry and procured approval of the *modus operandi*, plus the retention of Mr. Bingham. Other committee members are White (R-Me.), co-author of the Radio Act, who is well-informed on radio operations; Tobey (R-N. H.), who in recent years has envinced great interest in radio; McFarland (D-Ariz.), and Tunnell (D-Del.).

The pressure of wartime legislative activity, plus the intervening Thanksgiving holiday, precluded any earlier contacts with all of the committee members.

Bingham's Career

Mr. Bingham made no comment regarding the inquiry beyond expressing satisfaction over his appointment. He said he had no preconceived notions about the inquiry, but appreciated the importance of the whole subject in the national war effort.

A native of Montana, Mr. Bingham is senior member of the law firm of Kremer & Bingham, en-

(*Continued on page 48*)

Sales Policy, Rate Structure Of Networks Probed by FTC

All Chains Are Included in Preliminary Study; No Sign of Punitive Action Is Yet Indicated

RATE AND discount structures of all four nationwide networks, along with sales policies and practices, are being studied by the Federal Trade Commission in a preliminary investigation, it was learned authoritatively last week. The informal study, an essential preliminary to any action, does not mean that formal proceedings of any character will be instituted.

All Networks Included

Commissioner Ewin L. Davis, veteran member of the agency, told BROADCASTING last week that the Commission had authorized the preliminary investigation after receipt of repeated complaints. It was made clear, however, that all complaints believed to have substance are investigated as a condition precedent to action. The vast majority of such preliminary inquiries do not result in issuance of formal complaints.

It is understood the investigation, to which an investigator was assigned about a month ago, came after receipt of a complaint against one network, dealing largely with its rate and discount structure. In authorizing the investigation, however, the Commission included all networks.

For several years, it was learned, the FTC has received criticisms of network practices on one account or another. Several weeks ago, it is understood, the Commission decided to look into the whole matter. The FCC, about a month ago, was contacted for information in its files dealing with network rates and structures, but was not in a position to supply up-to-date data. Presumably the lack of new facts led to determination of the FTC to conduct its own study.

Initially, the matter was handled by correspondence and about a month ago a field investigator was assigned to the task. He has con-

(*Continued on page 44*)

Lest We Forget: Radio's Roll of Honor Since Pearl Harbor

JUST A YEAR AGO Japan committed history's most heinous crime with its infamous attack upon Pearl Harbor. Overnight the United States was plunged into total, globe-encircling warfare. Instantly, all American radio became a potent and active war weapon.

But that was not enough. Red-blooded radio men, like those in every other walk of life, flocked to the colors. Executives, engineers, announcers, performers and page boys mustered in. They were dispatched to Australia, Africa, England, Iceland, Ireland, the Pacific, on the seas and in the air—wherever the flag flies.

Available published records show that a dozen radio men have given their lives or are missing in action. There may be others yet unreported. The first tragic report came from Pearl Harbor, where Ensign Thomas A. McClelland, former KLZ chief engineer, made the supreme sacrifice.

On the first anniversary, all in radio reverently and humbly salute the heroes who died so honorably, and extend to their bereaved families deepest sympathies and gratitude. Lest we forget, Radio's Honor Roll of those reported dead or missing since Pearl Harbor is recorded herewith:

Ensign Thomas A. McClelland, USNR—Killed at Pearl Harbor. Former chief engineer KLZ, Denver.

Seaman Don Crocker, USN—Killed at Manila. Former NBC page.

Lt. Donald L. Chase, Airmy Air Forces—Killed in plane crash in New Jersey while on active duty. Former engineer of WTMJ, Milwaukee.

Capt. Harold Smith, Army Air Forces—Killed in plane crash in Virginia while on active duty. Former FCC examiner.

Lt. Barron Chandler, USNR.—Killed in action while commanding motor torpedo boat in South Pacific. Former NBC page.

Capt. Derby Sproul, Army Air Forces—Killed in plane crash on active duty in Africa. Former production manager KLZ, Denver, and KDKA, Pittsburgh.

Sgt. Lester M. Galloway, Army—Died in Alaska military hospital of yellow jaundice. Former singer on California stations.

Sam Miller, Radioman, USN—Killed in naval operations in North Atlantic. Former engineer KLRA, Little Rock.

Pvt. Edwin T. Bottelson, Army Air Forces—Lost in action in air attack on Japanese while serving as gunner. Posthumously decorated for valor. Former assistant publicity director, Russel M. Seeds Co., Chicago.

Ensign Stephen Fuld, Coast Guard—Missing in action while on convoy duty in Atlantic. Formerly member CBS station relations staff, New York.

Pvt. Stanley Kops, Marine Corps—Killed in action during Solomon Islands campaign. Formerly continuity writer, KFWB, Hollywood.

Lt. Robert H. Frear, Army Air Forces—Killed in plane crash on active duty in Florida. Formerly chief announcer, WIBX, Utica.

SERIAL SUBSTITUTE IS PICKED BY P & G

PROCTER & GAMBLE Co., Cincinnati, which is discontinuing Sandra Michael's *Against the Storm* daytime serial on NBC after the Dec. 25 broadcast [BROADCASTING, Nov. 30], will replace it on Monday Dec. 28, probably in the same 11:30-11:45 a.m. period five times weekly, with *Snow Village*. Written by William Ford Manley, a resident of New England, the series has been on the air previously as a nighttime half-hour.

Varying from the usual daytime serial, *Snow Village* will have no feminine lead in the five-weekly quarter-hour version, but will deal with the everyday and often humorous events in the lives of Dan'l Dickey and Hiram Neville, natives of a small New Hampshire town.

The show will be heard in the interests of Ivory Soap as was *Against the Storm*, but it has not been decided whether the same total of 81 NBC stations will continue to be used. Agency is Compton Adv., New York.

OWI Policy Is Opposed To Personnel Pirating

RESPONDING to allegations that OWI Overseas Branch personnel were approaching domestic stations with offers of more money for technical personnel, Murry Brophy, chief of the bureau of communications facilities and deputy director in charge of international broadcasting of the Overseas Branch of OWI, has stated that his branch will not proposition men now in the employ of domestic broadcasting stations.

Furthermore, Mr. Brophy asked any broadcasters familiar with such a condition to inform him and he promised, "I will summarily discharge such employe." Instances of this sort were reported to the NAB and the NAB immediately asked Mr. Brophy for a statement of policy.

Observance of Attack on Pearl Harbor Marked by Special Network Progams

IN OBSERVANCE of the first anniversary of the Japanese attack on Pearl Harbor, the four major networks were to expend special efforts Dec. 7 as well as the preceding day to bring listeners commemorative items of the event.

How a year of war has changed the way of life of the American people on the home front was to be described on the *Year of War*, documentary broadcast scheduled Dec. 7 by Mutual. Created and produced by Dave Driscoll and John Whitmore of the war services and news division of WOR, the feature was to be presented 9:30-10 p.m. with Gabriel Heatter, MBS news analyst, as narrator.

War workers, a typical war plant executive, a representative of a peacetime business, and members of a typical American family were to give their reactions to the events of the last 12 months.

Networks Active

Mutual's *Radio Chapel* program traveled overseas for the first time Dec. 6 to present the religious services for American soldiers in Honolulu and England marking the Pearl Harbor anniversary, while later the same day Mutual carried an American Legion program, showing the work of the Navy since that infamous day.

NBC marked the anniversary the same day with a dramatic half-hour program which avoided the usual pattern of such broadcasts. Titled *The Man Who Missed a Year*, the feature dealt with an imaginary isolationist suddenly rendered unconscious just before Pearl Harbor, who wakes up one year later to find the nation intent on the one purpose of victory.

To inaugurate a War Bond drive in Hawaii on Dec. 7, NBC in cooperation with the Treasury Dept., was to carry a broadcast from Honolulu, with officials of the Treasury staff describing the life on the islands and how Hawaiians are helping to win the war.

In cooperation with the OWI, the BLUE broadcast a special hour-long program, *Deliver Us From Evil*, on Dec. 7, and on Sunday carried a portion of the requiem mass conducted by Rev. James J. Sweeney, Bishop of Hawaii.

Wide Variety

On the eve of the anniversary, the CBS *We, the People* show presented the radio premiere of a new American war song, "We've Just Begun to Fight", written by one of the collaborators of "Remember Pearl Harbor." The CBS *Radio Reader's Digest* Dec. 6 dramatized "A Review of America's First Year at War", with Raymond Massey in the leading role.

On Dec. 7, David Ross was to read a special editorial to Americans on the *Keep Working, Keep Singing America* program on CBS, with war songs featured during the remainder of the broadcast. *Lux Radio Theatre* is presenting a special drama "The War Against Mrs. Hadley", and the *Screen Guild Players* are reenacting "Mrs. Miniver". *Vox Pop* on CBS the anniversary night features Parks Johnson and Wally Butterworth interviewing survivors of the Pearl Harbor attack, while CBS correspondent Webley Edwards, speaking from Honolulu, will interview several persons on the scene.

WFIL, Philadelphia, and WNEW, New York, are presenting two special observance programs of unusual interest. The former is dramatizing a half-hour show at 7 p.m., titled *Revengefully Yours*, featuring three dramatized memoranda—one each to Hitler, Tojo and Mussolini. Supplemented by an 18-piece orchestra, the program will also include a special tribute to the Lukens Steel Co., Coatesville, Pa., for an outstanding war-production record. The WNEW program is a special tribute to the Allied fighting forces all over the world, and includes a 45-minute news roundup from world capitals, 8-8:45 p.m. News pickups direct from London, Moscow, Cairo and Sydney are to be included.

'Daily Worker' Seeking Time for News Series

THE *Daily Worker*, organ of the Communist Party, is interested in sponsoring a news program on one of the major networks, it was learned last week, although plans are "in a tenuous state" and not much farther than the discussion stage, an official of the publication told BROADCASTING. Some preliminary queries have been proffered NBC and CBS as to time, and it is understood that Communist Leader Earl Browder is being considered for the commentator.

Neither NBC nor CBS would make any official statements on the *Daily Worker's* proposals, and the publication itself did not care to discuss the matter "for at least another two weeks".

Florida Citrus Spots

FLORIDA CITRUS COMMISSION, Lakeland, Fla., on Dec. 10 will start its annual winter campaign for oranges, grapefruit and tangerines, using a 20-week series of 100-word spot announcements and chain breaks on about 20 stations. Areas covered are in the South and in New England. Agency is Blackett-Sample-Hummert, New York.

Sales Secrets of a Department Store

Sponsor-Station Cooperation Found Key to Successful Use of Air

By WALTER T. GROSSCUP

Executive Vice-President
Lit Brothers Department Store, Philadelphia

WHERE others have failed, Lit Brothers big store in Philadelphia has been successful in its use of the broadcast medium. It traces part of its rise in recent years to radio, and has learned a few secrets in the process. Complicated? Not at all! Just a few simple principles that anybody should know anyhow. Principles like cooperative planning between station and store, and recognition of radio is a distinct advertising medium deserving of special treatment. The Lit Brothers radio experiences offer some good tips to those interested in retailing via radio.

IT IS A STRANGE situation when the largest advertisers on the local merchandising front usually avoid the largest selling medium. But department stores in general are rather pessimistic where radio advertising is concerned. Several have made sporadic attempts at selling over the air, but only a few found the intricate combination that opens listeners' pocketbooks. Others retired from the air waves with bitter resolve to stick to their known media.

At the NAB convention in Cleveland, this year, NRDGA members discussed radio advertising. They revealed that a bare 40% of their stores trying radio had even passable results. Yet department stores are among the largest advertisers on any local merchandising front—and radio, as has been demonstrated with product after product, can sell practically anything. It would be helpful to both stores and stations to evolve a method of mutual cooperation for effective selling.

A Distinct Medium

Lit Brothers feels that, with WFIL, Philadelphia, it has found such a method, and has, furthermore, succeeded with radio advertising in accomplishing what it set out to do.

To its use of radio Lit Brothers assigns part of the credit for its rise in recent years to a leading position among Philadelphia department stores, as well as other significant advancements in its progress and profit.

Why has Lit Brothers succeeded in its advertising over WFIL when over 60% of the department stores mentioned above had only sob stories to write in their radio columns? I believe this is due chiefly to Lit Brothers' recognition of radio as a separate and distinct advertising medium, entirely different from newspapers; a medium with its own peculiar advantages and limitations, and deserving of special treatment as such.

Not always, however, have we had clear sailing over the airwaves. Lit Brothers' first aerial ventures varied considerably in both quantity and quality. Responsibility for radio was shifted from department to department within the store. The set-up was somewhat variable and unstable, and resulted, for this chapter of Lit Brothers' radio history, in the usual streaky run of department store luck with radio.

In 1939, when I set up the New Business Department of Lit Brothers, under management of Mr. Sidney Berg, radio at last found a real home in the store organization. The New Business Department took entire charge of Lit Brothers' radio work, giving it as much attention, study, time and effort as the regular advertising department gave the old, tried-and-true medium—newspapers.

Lack of success with radio can, in most cases, be traced to insufficient knowledge of the medium, its limitations and possibilities. Some department stores, in their initial radio ventures, try spot advertising of individual items in the store. Frequently, they expect a few words to produce a country-wide effect, much in the same manner that Orson Welles' fluke caused panic throughout New Jersey. A better acquaintance with radio would reveal that such accidents are rare exceptions; that radio advertising's effectiveness depends a great deal on many repetitions of a single idea.

'Smattering of Ignorance'

Similarly "a smattering of ignorance" is all that some radio salesmen have concerning the organization of a department store. This meager acquaintance can easily result in the wrong prescription for a store's advertising problems.

Some salesmen think of radio time and programs in relation to single items—cigarettes, headache pills, cereal, etc. Why, Lit Brothers' drug department alone has over 25,000 different items! The most potent form of radio advertising for department stores, then, would not be selling specific products sold in the store, but selling the store itself—institutional advertising.

Therefore, at the very outset, Lit Brothers and WFIL avoided the greatest stumbling block in the path of radio-department store cooperation. Station executives met with store executives and discussed their mutual problems. WFIL learned more about Lit Brothers; what the department store needed; what it was trying to accomplish. And Lit Brothers learned what WFIL had to offer, and how it could best be obtained.

Because they knew each other,

MR. GROSSCUP

WFIL did not make the mistake of trying to sell Lit Brothers time on the air—and nothing else. Lit Brothers, on the other hand, knew something of what to expect from their programs, and did not ask WFIL to perform short-term miracles.

Four Programs

Lit Brothers' present pattern of advertising on the air consists of four separate programs, aimed at four distinct audiences. For the housewife, the family shopper, who makes up the volume of the department store business, Lit Brothers has one program designed to provide merchandising information, entertainment and consumer education: *Shopper at The Mike*, which is heard Mondays, Wednesdays and Fridays at 11:45 a.m. and is an audience-participation quiz program chiefly concerned with quality and care of various kinds of merchandise.

The program comes direct from the Lit Brothers store, and adds its audience of several hundred housewife-shoppers to the daily store traffic. On this quiz program, members of the audience are chosen by lot to be the "experts" and answer questions on merchandise, etc., winning prizes of gift certificates. The program does not attempt to sell specific items; it focuses on consumer interest, offering information on determining values, and on care and conservation of materials.

Shopper at The Mike also presents speakers outstanding in their particular fields of merchandising. "How to Judge Value" leaflets are also distributed by *Shopper at the Mike* and are offered free to any listeners writing in for them, serving the dual purpose of further institutional advertising and a "hook" to draw audience mail. This is one of the ways Lit Brothers has determined that the program has a large, interested, invisible audience, as well as the visible one in the studio.

For an audience of men and sports lovers, Lit Brothers sponsors Hal Simonds, sports commentator, for three 15-minute programs weekly, 6:30 p.m. Mondays, Wednesdays and Fridays. Commercial copy on this program concerns mainly institutional mention of Lit Brothers Men's Store.

News at Noon

Noontime news listeners and housewives interested in current events comprise the listening audience of *A. D.-News Commentator*, who reviews world events thrice-weekly, Tuesdays, Thursdays and Saturdays at 1:45 p.m., in conversation with "an average housewife", Miriam. News commentary, while it is as up-to-the-minute as what is running off the teletype, is slanted along lines of special interest to women at home. This program, incidentally, proved popular enough to receive sponsorship of a store vendor—Fikany Shoes.

No department store program pattern would be complete without entertainment for tiny tots. *Streamlined Fairy Tales*, a series of transcribed modernizations of favorite myths, by the Koralites, plays to its young audience over WFIL three times a week, Mondays, Wednesdays and Fridays, 5-5:15 p.m. This is a good spot at the beginning of the *Children's Hour* of the radio day. Added attraction for both the little listeners and Lit Brothers, is the *Magic Lady*, who introduces the program.

She stimulates the interest of the youngsters with the *Magic Listeners Club*, and sends out a little *Magic News* to children who write for it. Judging from the stacks of fan mail received, *Streamlined Fairy Tales* plays to an enthusiastic young audience. The *Fairy Tales* popularity brought it the sponsorship of the Lit Brothers candy department.

Potential department store customers include, of course, practi-

(*Continued on page 52*)

WPB Realignment Clarifies Powers

Radio & Radar Division May Have Added Authority

INCREASED authority for the WPB Radio & Radar Division in directing production of radio parts and in allocating materials was seen in Washington last weekend as a result of an agreement between the WPB and the Armed Services enlarging the powers of Program Vice-President Charles E. Wilson.

The agreement, signed by WPB Chairman Donald Nelson, Secretary Stimson and Secretary Knox gives Mr. Wilson direct control of radio, detection equipment, aircraft and escort vessel production, as well as general supervisory authority over scheduling of all arms output.

In effect, the services by this agreement recognize the final authority of Mr. Wilson in fixing production schedules, although the original schedules will be drawn up by the military subject to WPB approval.

Recently, Radio & Radar was established as an separate Division of the WPB reporting directly to Mr. Wilson [BROADCASTING, Nov. 16]. With Mr. Wilson now firmly established as a final authority on production, it was generally felt the Division will have more complete control over radio.

* * *

Tube Action Awaited

ASSIGNMENT of type numbers to "Victory Model" replacement parts to be made under the WPB repair parts program was postponed last week when a scheduled meeting of the American Standards Assn. was upset by transportation difficulties.

Representatives of the Radio & Radar Division who were en route to New York to present the program turned back when a railroad tieup prevented them from arriving in time for the session. The ASA is expected to take up the program at another meeting scheduled tomorrow (Dec. 8).

NAB MEET FEATURES TALK BY KENNEDY

FEATURED speaker on the second day of the meeting of the Eighth District of NAB at the Columbia Club, Indianapolis, Ind., Dec. 2-3, was Miss Helen Kennedy of the Kroger Grocery & Baking Co., who outlined the experience of her company with broadcast advertising.

The usual resolutions endorsing the OWI plan, the NAB stand on AFM-Petrillo and the retail promotion plan were passed.

Among other speakers were: John E. Fetzer, district director; Neville Miller, president of NAB; Carl Haverlin, headquarters consultant, radio branch, Office of War Information; Gene Pulliam, WIRE, Indianapolis.

WJW Is Authorized to Move, Bringing Blue Into Cleveland

New 5,000-Watt Transmitter Transferred for Better Coverage; Studios to Be Shifted

BASING its action on lack of an available outlet for the BLUE in Cleveland, the FCC last Friday announced that WJW, Akron, had been authorized to locate its new 5,000 watt transmitter about 14 miles closer to the metropolis, with its main studios switched from Akron to Cleveland.

The decision, reached Dec. 2 by a split vote but not announced until Dec. 4, tends further to complicate the legal situation surrounding the breakdown of the 850 kc. clear channel, on which WHDH, Boston, was assigned over the protest of KOA, Denver, dominant station on the frequency, and on which WJW has been authorized to operate.

The U. S. Court of Appeals for the District of Columbia last September reversed the FCC's decision in the WHDH case, but the Commission plans to appeal to the Supreme Court shortly.

To Move Transmitter

WJW last January was authorized to operate on 850 kc. with 5,000 watts power for primary service in Cleveland. It now is assigned to 1240 kc., with 250 watts. Last October, WJW, after consultation with the BLUE Network, applied to the FCC for modification of its construction permit to move its transmitter, now being installed, from its location about midway between Akron and Cleveland, to a point 13.8 miles closer to Cleveland.

It also asks for change of location of its main studios from Akron to Cleveland. It set forth in its application that no new construction of studios would be involved, since it had arranged to lease adequate studios from NBC, which operates WTAM, Cleveland.

Simultaneously, the FCC announced that it had denied the NBC petition against the WJW grant, which had been filed a fortnight following the original authorization. It said it had found that the public interest would be served by the modified grant to WJW, making it in fact a Cleveland station, and held that the petition for rehearing directed against the original WJW construction permit be denied "without prejudice, however, to the filing by NBC of a new petition for rehearing directed against the grant to WJW Inc., as modified by the Commission's action of Dec. 2, 1942."

Commissioners Craven and Case, who steadfastly have supported clear-channel operation and who opposed the original breakdown of the 850 channel through assignment of WHDH on it, dissented from the Commission's action. It was indicated they felt it was not in accord with the full spirit of the April 27 freeze order, although it was claimed that very little new material would have to be purchased.

WJW is believed to have practically completed installation of its new 5,000-watt plant at the midway location. Under the authorization, the four-tower directional array, transmitter and other equipment would be moved to the new site, where a new transmitter house would be built and the equipment reinstalled. It was estimated the job would take several months.

Future of WJW

WJW will continue operating on its local frequency as MBS outlet in Akron until completion of the new station. After that, it is presumed that the 1240 kc. assignment will become vacant, although the company operating the station offered to continue operations in that area. The station is owned by William M. O'Neil, who serves as its general manager. He is the son of the president of the General Tire & Rubber Co. Mr. O'Neil purchased the original WJW two years ago.

The FCC action, granting the modification, specifies operation on 850 kc. with 5,000-watts unlimited time, with a directional antenna for day and night use. The express conditions in the authorization were that no interference will be caused to CFRB, Toronto, contrary to the Havana Treaty provisions, and that no construction shall take place until after measurements regarding such interference have been made.

In its application for modification filed Oct. 23 by W. Theodore Pierson, Washington counsel, WJW explained that Cleveland is without BLUE Network service and that this seriously impaired the ability of the network to sell time nationally. It stated that while the immediate injurious result is to deprive Cleveland listeners of service, actually listeners in the entire country are threatened with injury through the "serious impairment, if not the destruction of the Blue Network".

It was claimed that little additional material would be needed to remove the station, most of which could be obtained without the benefit of preference ratings from WPB. In addition to the technical plant, the application said it would be necessary to build a transmitter house at a maximum cost of $5,000. Practically all of the equipment in the transmitter house at the original location could be salvaged, it was said.

FRANK PARKER, singing star of the E. R. Squibb & Sons CBS program *Keep Working, Keep Singing, America*, has enlisted in the Merchant Marine and will probably report for active duty the middle of this month. No replacement has been named as yet to star on the program.

WKBB CONSIDERS LEAVING THE AIR

BECAUSE of financial difficulties, as well as other war considerations, Walter E. Klauer, owner of WKBB, Dubuque, Ia., last week notified the FCC he contemplates turning in his license for the duration. It was learned, however, that Mr. Klauer has been reconsidering because he thought the FCC already had decided to allow stations to suspend without prejudice to their return to the air after the war.

WKBB, which is celebrated for the case it lost after going all the way to the Supreme Court on the competition issue, notified the FCC that the going was rough and that it planned to turn in its license Dec. 31. Similar notice, it is understood, went to the BLUE headquarters, with which the station is affiliated.

In its famous law suit WKBB opposed, on economic grounds, licensing of the newspaper-owned KDTH in Dubuque, claiming the market could not support the two and that WKBB could not stand the competition.

Mr. Klauer is head of a manufacturing company engaged in war contract work which, it is reported, contributed to his determination to suspend station operation. But he did this on the mistaken notion that the FCC regulations permitted it. No word has come from the FCC on the matter.

NBC Board Names MacDonald as V-P

Recently Had Been Appointed To Newly-Created Post

JOHN H. MACDONALD, assistant secretary and assistant to the vice-president and general manager of NBC, who recently was appointed to the newly-created post of financial officer, with the treasurer, controller, personnel director and manager of the general service department reporting directly to him [BROADCASTING, Nov. 30], gained another new title last Friday when the NBC board of directors, at its regular monthly meeting, voted his appointment as a vice-president of NBC.

A graduate of New York U, where he subsequently became an assistant professor in the School of Commerce, MacDonald left the academic field to become office and personnel director of McGraw-Hill Publishing Co. and later was controller of A. I. Namm & Sons and Walker & Heisler.

Joining Tradeways in 1932, he spent three years in research on the management problems of NBC, a Tradeways client, and then joined the network to put into effect the results of his studies, serving as budget director and as business manager of the Radio-Recording Division. A year ago he joined the network's top executives group to assist in working out the problems arising from the separation of the BLUE Network from NBC.

If you're now using radio in the Charleston, West Virginia market—or planning to do so in the future—you should see the Crossley Study just completed.

5000 on 580

WCHS

CBS Affiliate

John A. Kennedy, President Howard L. Chernoff, Managing Director

Charleston, West Virginia

represented by THE BRANHAM COMPANY

WLW's 500 kw. Transmitter Slated for Psychological War

W8XO Experimental License on 500 kw. Cancelled; Application for 750 kw. Rejected by FCC

PROSPECTIVE use of WLW's 500,000-watt standard broadcast transmitter for international shortwave broadcasting as an integral part of the Government's far-reaching psychological warfare program in the foreign field was seen last week following conferences in Washington.

Likelihood of this move, in cooperation with the Crosley Corp., arose after the FCC announced Nov. 30 its order and decision denying the application of the Crosley Corp. to increase the power of the developmental broadcast station, W8XO, from 500,000 to 750,000 watts. Simultaneously, the Commission ordered that the outstanding license for W8XO, which is WLW's experimental adjunct, be terminated in accordance with its conditions, effective Jan. 1, 1943.

That would pave the way for use of the transmitter—most powerful in the United States and probably as powerful as any in the world—for international shortwave purposes under the direction of the Overseas Branch of OWI.

Effect of Decision

James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, was in Washington last week and conferred with a number of Government officials, presumably on the relinquishment of the transmitter for the war's duration. WLW, the only station in the United States ever to operate with power in excess of 50,000 watts, since 1934 has used the 500 kw. transmitter for developmental and experimental purposes between midnight and 6 a.m.

It has an application pending, designated for hearing on Jan. 8. for use of 500,000 watts daytime for WLW. With the prospect of diversion of the large transmitter for international service, however, chances for the granting of this application would evaporate.

Sought 750,000 Watts

Crosley sought authority to increase the power of W8XO from 500,000 watts to 750,000 watts for the purpose of developing an entirely new type of transmitter. No other transmitter of that output yet has been built, so far as is known. The Commission, it is understood, took the position that WLW's high power experimentation during the last decade had contributed a maximum of information on scientific development and that little more could be done in this field. Thus it appears that the whole question of greater power for standard broadcast stations will be shelved at least for the war's duration.

The Government, through OWI and the Rockefeller Committee, recently leased all 14 existing U. S. international stations [BROADCASTING, Nov. 2-9]. The broad expansion program now being evolved contemplates construction of 22 additional transmitters for an eventual international system of 36 stations, with a budget of $4,400,000 set aside for transmitters alone.

In its formal decision and order denying W8XO's application for 750,000 watts and terminating its current license Jan. 1, the Commission said it was not satisfied that the continued operation of the developmental station as regularly authorized would be in the public interest. It pointed out that while the application might have been denied without a hearing, it nevertheless would give Crosley the opportunity to testify.

Waived Evidence

While Crosley filed an appearance, it did not offer evidence in support of its proposal, but waived the opportunity to offer evidence and requested a decision on the basis of information already supplied.

"The applicant has thus failed to take advantage of the opportunity given it to offer evidence upon the issues in this proceeding. The Commission has no more information than it had when it designated the application for hearing. We were unable then and are equally unable now to find that either the proposed increase in power for W8XO or the continued operation of that station would be in the public interest, convenience and necessity."

Cleaner's Big Contract

L. BLAU & SONS, Long Island City, N. Y. (dry cleaner), has contracted for seven hours per week on WLIB, Brooklyn, for a 13-week period. Blau last week started sponsorship of *Great Classics*, heard on WLIB, 11-12 Noon, Monday thru Sunday. A newcomer to radio, the firm is stressing the theme "conservation in clothing through dry cleaning in war time". Display ads placed in New York newspapers last week called attention to the program, and the firm's 12 delivery trucks carried posters promoting the show. Business was placed direct.

Price Called for Probe Of Censorship Activity

REVIEW of the entire censorship machinery has been called for by the Senate Judiciary Committee as the result of closed session complaints last Monday by Gov. Ernest Gruening of Alaska and accordingly, Byron Price, director of the Office of Censorship, will be called before the committee this week.

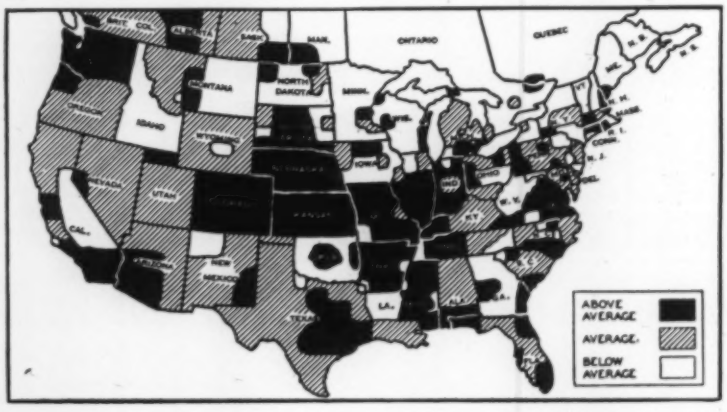
The Senate on Nov. 27 passed a bill introduced by the House approving censorship of communications between the U. S., its possessions and territories and extending censorship to communications between the possessions and the territories themselves. When Gov. Gruening's testimony was heard it was decided to recall the bill and action now awaits a review of charges made in the light of testimony by Mr. Price.

WLAG Joins MBS

WLAG, La Grange, Ga., 250-watt, unlimited time station operating on 1240 kc, joined Mutual Dec. 1, making a total of 209 MBS outlets. Station is owned by La Grange Broadcasting Co. Another new Mutual affiliate, already announced, WAAB, Worcester, Mass., goes on the air Dec. 13 from its new location, as a member of the Mutual and Yankee networks. Due to delays in construction work, WSAP, Portsmouth, Va., and WCNC, Elizabeth, N. C., will not join MBS until Dec. 15.

UNITED BUSINESS DECEMBER FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



CBS Cites Errors By Federal Court In Network Ruling

Basis for Filing of Appeal To Supreme Court Stated

FILING its petition for appeal to the U. S. Supreme Court from the adverse ruling of the statutory three-judge court in New York which dismissed the plea of CBS for an injunction to restrain the FCC from putting into effect its network monopoly regulations, CBS on Nov. 27 joined NBC in taking the first step necessary for a hearing of its case by the highest court in the country. NBC had filed its petition on Nov. 25 [BROADCASTING, Nov. 30].

Errors Assigned

In the assignment of errors accompanying the petition, CBS declared the statutory court had erred in ruling that the order of the FCC was within the authority committed to the Commission by the Communications Act of 1934; that the court had erred in failing to rule that the FCC had based its orders upon an erroneous interpretation of the extent of its power and duty and that these orders should therefore be set aside; that the court erred in failing to rule that the construction put on the Act by the FCC is an unlawful delegation of legislative power in contravention of Article I, Section 1, of the Constitution of the United States, of the First Amendment to the Constitution, guaranteeing freedom of speech and press, and also of the due process clause of the Fifth Amendment; that the court erred in failing to rule that the FCC orders are arbitrary and capricious in that they bear no reasonable or rational relation to the standard of public interest, convenience and necessity, and so should be set aside; that the court erred in failing to order a trial; and finally that the court erred in dismissing the complaint and in failing to grant the plaintiff's application for a preliminary injunction.

The lower court ordered the appeal allowed, paving the way for CBS to file a formal appeal for a hearing before the Supreme Court.

Calavo Growers

CALAVO GROWERS of California, Los Angeles (avocados), on Dec. 2 started for 13 weeks on a scattered schedule, because of market conditions, twice-weekly participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Wednesday, Friday, 9:30-10 a.m. (PWT). In addition firm is using twice-weekly participation in *Hopeful Homer* on KPRC, Houston; *Marilyn Day*, KSL, Salt Lake City; *Budget Brigade* on KLZ, Denver, with other stations to be added to the list in January. Agency is J. Walter Thompson Co., Los Angeles.

Do Department Stores Use Radio in Detroit?

More than one hour of WWJ's time—*every day in the week*—is sponsored by *one or more* of Detroit's leading department stores!

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Associate Station W45D-FM

Owned and Operated by The Detroit News

Roma and Central Sold to Schenley; Both Using Radio

National Distillers May Get Italian Swiss Colony

SCHENLEY DISTILLERS Corp., New York, has purchased two major California wine firms, Central Winery and Roma Wine Co., both radio advertisers, located in Fresno, Cal.

Deal was made several weeks ago, and involves purchase of Roma Wine in its entirety for $6,400,000, and acquisition of the plant and present wine stocks of Central Winery for $3,800,000, name brands and vineyards remaining the property of the latter firm.

Advertising for Central Winery has been dormant since Oct. 1 of this year, when spot broadcasting was discontinued on WOR, WMCA and WHN, New York, evidently in view of the pending reorganization. Weiss & Geller, New York, is the present agency for Central Winery.

Roma's Schedule

Roma Wine Co. currently has an extensive schedule of spot broadcasting in the New York area, the Midwest, Arizona and the West Coast, placed through McCann-Erickson, New York, which will continue as agency for the company under Schenley ownership.

Roma products are advertised on a weekly news program on WOR, New York, and news and music programs on WNEW, New York; also through Italian-language participations on WHOM, Jersey City, and though twice-weekly news broadcasts by Fulton Lewis jr. on WFBR, Baltimore, and WOL, Washington.

Radio is also used in Pennsylvania, and regular five and ten-minute programs are scheduled in Minnesota, North Dakota, Mexico and Texas. In addition to five-weekly news programs on Arizona outlets, KOY KUSN KTUC, Roma uses the complete Don Lee Network in California for *News and Views*, five-weekly quarter-hour program.

Schenley on Mutual

Schenley recently started the *Cresta Blanca Carnival*, variety program featuring Jack Pearl on Mutual for Cresta Blanca Wines. Schenley agency is William H. Weintraub Co., New York.

Further realignment in the liquor industry was indicated last week as negotiations were nearing conclusion for the acquisition of Italian Swiss Colony wines, located in San Francisco, by National Distillers Corp., New York.

Announcement was made by Edmund A. Rossi, president of Colony wines, who stated that the arrangement will be such that the identity and management of his firm would be preserved, at the same time making available to Colony wines the "prestige and wider sales distribution facilities" of National Distillers.

The company, through its agency, Leon Livingston, San Francisco, is using a transcribed news program on three Don Lee California stations, and some additional spot broadcasting [BROADCASTING, April 6]. Various agencies handle National Distiller accounts.

FOCAL FIGURES in NBC's new organization revision [BROADCASTING, Nov. 30], photographed at the New York dinner at which the new plans were announced, are (l to r): Easton C. Woolley, assistant to William S. Hedges, vice-president in charge of stations; Frank E. Mullin, vice-president and general manager; Niles Trammell, president; Dr. James Rowland Angell, public service counsellor.

Manpower Clarification Marking Time Awaiting Decision on National Policy

UNTIL the national manpower muddle is dissolved there is little likelihood that the broadcasting industry can look for a universal system of intelligent classification and coordinated effort between draft boards and local USES offices, informed sources indicate.

National manpower unity may be expected, however, since informed quarters expected the unification of the various agencies under Paul V. McNutt, WMC chief.

Radio broadcasting officials along with other communications representatives of the numbered BWC committees conferred with War Manpower Commission officials last Monday to discuss the possible revision of the original list of essential communications occupations contained in Occupational Bulletin Number 27 issued in October [BROADCASTING, Oct. 19]. It was learned that the net effect of the meeting was not encouraging for it does not appear likely that WMC is currently in a mood to revise this list.

BWC Studies Breakdown

At the same time, WMC officials were anxious to develop an intelligent breakdown of these broad occupations included in the original list. Consequently another meeting was held on Friday between broadcasting representatives and WMC representatives to consider the breakdown list which specifically defines all of the jobs named in the original Occupational Bulletin.

When the Occupational Bulletin was first issued early in October, USES officials promised to complete the breakdown of each title within a week or 10 days. Actually this list was only completed during the past week and then it was submitted to the industry representatives on Friday for their approval and suggestions.

Although the actual list is not yet available it is understood that the complete set of definitions contained is complicated and even confusing in instances. Nevertheless, it will probably be released to local USES offices for use in guiding draft boards within the next week or 10 days.

Value Doubtful

The value of such a list is moot in the minds of some broadcasters, whereas others look to it hopefully. Already some broadcasters report success in individual cases which deserved deferments as a result of positions named in the original bulletin. Others, on the basis of experience, are not optimistic about the prospect of local boards accepting guidance from USES offices.

The most hopeful event of the week on the manpower front took place with the announced absorption of the USES by the War Manpower Commission. This reduces the number of competing manpower agencies by one. However, the biggest news on manpower is expected from the White House at any time. At his Friday press conference, President Roosevelt had nothing concrete to report, but indicated that action could be expected very soon.

Central AAAA Session

SERVICE TO THE PUBLIC and the war effort through advertising was discussed at the annual meeting of the Central Council of the American Assn. of Advertising Agencies, held last Thursday in Chicago. R. J. Scott, of Schwimmer & Scott, Chicago, Central Council chairman, presided. Speakers included Chester J. LaRoche, president of Young & Rubicam.

U. S. MAY DEFER MONOPOLY ACTIONS

PROSPECTS of a postponement of several months in the trial of the Government anti-trust suits against RCA-NBC and CBS, alleging monopoly in network operations, were foreseen last week in view of the impending appeals to the Supreme Court by the networks from the three-judge court decision in New York refusing them injunctive relief from the FCC's network-monopoly regulations.

While no action has yet been taken, it was apparent that the Dept. of Justice, in the light of the pendency of the FCC litigation, would ask a postponement of at least three months. The anti-trust case is scheduled for trial Dec. 11 before Federal Judge John P. Barnes in Chicago.

It was thought likely the Anti-Trust Division would ask the court this week for a postponement, either to a certain date or until the prior litigation in the Supreme Court is adjudicated. The networks have until Feb. 1 to perfect their appeals to the Supreme Court, under the New York court action.

FCC Approval Granted To KHUB's Assignment

CONSENT WAS granted by the FCC Dec. 1 for the voluntary assignment of license of KHUB, Watsonville, Cal., from John P. Scripps, publisher of the *Watsonville Register-Pajaronian*, to Luther E. Gibson, editor and publisher of the *Vallejo* (Cal.) *Chronicle* and *Times-Herald*. The transfer is the result of an outright purchase for the sum of $29,137, of which $22,000 will be paid to Mrs. Anna Atkinson, widow of the former owner of KHUB, to satisfy a note, the remainder going to Mr. Scripps.

The decision of the FCC contained the stipulation that the assignment was "subject, however, to the express condition that this action is without prejudice to the application to the licensee of any report, policy, rule or regulation which may result from the proceedings under Order No. 79" (the newspaper ownership order).

Mrs. FDR for Candy

COUNCIL OF CANDY, Chicago, a trade association of candy manufacturers promoting consumption of candy as a food in the war effort, is sponsoring Mrs. Eleanor Roosevelt in a one-time half-hour program on the BLUE network titled *Report to the Mothers of the Nation*. Mrs. Roosevelt on the Dec. 9 broadcast, 10:15-10:45 p.m. on 135 stations, will relate her impressions of wartime living in England and her visit with the American troops in the British Isles. BBDO, Chicago, is agency.

Lea & Perrins Names

LEA & PERRINS, New York, makers of Worcestershire sauce, has appointed McCann-Erickson, New York, to handle its advertising. Company has used spot broadcasting in the past, and is currently inactive in radio, with no further plans for the present.

two-step without moving their feet. And the Mayor's office was frequently besieged by diverting and passionate taxpayers: an elderly gentleman who could get KDKA on the steel rims of his spectacles, a woman who was warned of the approach of earthquakes by a sharp twinge in her left side . . .

— Excerpt from James Thurber's "Memoirs of a Drudge," The New Yorker for Oct. 3, 1942.

SPECtacular!

Maybe Mr. Thurber wasn't fooling. Maybe the elderly gentleman *did* get KDKA through the steel rims of his spectacles. We wouldn't know.

Something of which we *are* sure, however (and in which all advertisers are concerned), is that plenty of people *do* get KDKA in the regular way: Through their radio sets with the usual tubes, condensers, coils, and what not.

Recent instance: More than 37,000 people "got" KDKA and an advertiser's message, as proved by his mail, throughout the run of a 60-announcement daytime schedule. If low-cost-per-inquiry interests you, be sure to schedule 50,000-watt KDKA, Pittsburgh.

With nation-wide gas-rationing now in effect, and with tires irreplaceable, make sure your product is moving off shelves . . . in the stores "just around the corner" from 1¼ million stay-at-home families in the KDKA Primary Area.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

KDKA
PITTSBURGH
50,000 WATTS

Treasury Orders Rigid Salary Freeze

Regulations Completed; Split Jurisdiction Is Clarified

REGULATIONS that will guide the Salary Stabilization Unit of the Bureau of Internal Revenue in enforcing the Treasury's part of the National Economic Stabilization program were announced last week, with indications that salary adjustments will be granted only under exceptional circumstances.

"Increases in salary rates will not be approved unless necessary to correct maladjustments or inequalities, or to aid in the effective prosecution of the war," the regulations declare. Increases will be approved, however, in salaries of less than $5,000 per year, when such payments are below the general level existing for the same or comparable work in the local area on Sept. 15, 1942.

Split Jurisdiction

Salary Stabilization Unit will control all salaries where payments exceed $5,000 per year; where payments are $5,000 or less in cases of individuals who are serving as bona fide executives, administrators or professional employes not represented by labor unions; or where 'agricultural labor' is involved.

Jurisdiction in the wage and salary freeze was divided between the Treasury and the War Labor Board by the Executive Order of Oct. 27. The War Labor Board was given power over wages of unskilled workers, union members, and white collar people earning less than $5,000 [BROADCASTING, Nov. 9].

The freeze order stated that "executive, administrative and professional" employes under the program would be determined from the definitions in the Fair Labor Standard Act of 1938 [BROADCASTING, Nov. 16]. Both the War Labor Board regulations and the Treasury orders have restated the texts of these definitions.

In its order last week, the Treasury declared that "employer" shall be interpreted to include organizations ordinarily exempt from income taxes, and also Government agencies. An officer of a corporation, or any member who performs services for compensation shall be considered an employe. Directors, however, shall be exempt provided their services consist only of attending and participating in meetings of the board of directors.

Two major topics of the Treasury order were adjustment of salaries, and limitation of incomes above $25,000. All changes in salary rates, whether or not on recommendation of an arbitrator, or on the basis of previous agreement, will have to be approved by the Stabilization Unit, the regulations state. Applications are to be filed at regional offices which the Stabilization Unit will open in thirteen major cities: New York, Chicago, Detroit, Philadelphia, San Francisco, Los Angeles, Seattle, Washington, Kansas City, Mo., Boston, Cleveland, Atlanta, Dallas.

According to the regulations, the burden of justifying a salary increase will rest on the employer seeking such increase. Promises of increases, even though made prior to Oct. 3, 1942, will generally not be considered in determining whether the change is necessary, the Treasury said.

Exceptions Listed

In certain cases, as provided by the original freeze order, no prior approval will be necessary for individual wage increases, the Treasury pointed out. These are: individual promotions or reclassifications; individual merit increases within established salary rates ranges; operation of an established plan for salary increases based on length of service; increased productivity under incentive plans; operation of a trainee system; and other circumstances that may be prescribed from time to time.

"Salary agreements", the Treasury pointed out, need not necessarily be written contracts or agreements, but may be based on salary policy as evidenced by payroll data. The existence of such a policy must be established to the satisfaction of the Commissioner if the increase is challenged, the burden of proof resting on the employers.

Bonuses will be permitted under the freeze without prior approval, the Treasury said, if they do not exceed bonuses of previous years. If bonus compensation is based on a fixed percentage of sales and the percentage is not changed, no approval is needed, even though the amount of the bonus increases.

Main Requirements

The Treasury rules require that:

1. Payments for overtime shall constitute an increase in salary rate, and must be approved; unless such overtime payments are customary, and the rate of payment remains unchanged.

2. Changes in salary rates provided by agreements made before Oct. 3 in cases of salaries of $5,000 or less, and before Oct. 27 in those above $5,000, shall not take effect without approval of the Commissioner.

3. Changes in salary rates resulting from an arbitrator's award are subject to the Commission's approval.

4. Mere change of name or financial structure will not enable a firm to set new salary rates without the Commissioner's approval.

The Treasury stated that it intended to fix salaries at approximately the level of Sept. 15, 194[illegible] and made no mention of the 15[illegible] upward adjustment above the leve[illegible] of Jan. 1, 1941, maximum increas[illegible] that will be considered by the Wa[illegible] Labor Board.

"No increase in salary shall re[illegible]sult in substantial increases in th[illegible] level of costs, or furnish the basi[illegible] either to increase price ceilings [illegible] the commodity or the service or [illegible] resist otherwise justified reduc[illegible]tions in such price ceilings," th[illegible] order said.

Top Salaries

Dealing with the $25,000 a year salary limitation, the order said "the general rule is that no amount of salary may be paid or authorized to be paid to or accrued to the account of an employe or received by him during the calendar year 1943 . . . which, after reduction by Federal taxes on the amount of such salary, computed without regard to other income taxes or without regard to deductions or credits, would exceed $25,000."

On this basis, the maximum salary for 1943 would be $67,200, the Treasury said, but several allowances are included to prevent 'hardships.'

Regulations provide that with approval of the Commissioner, an amount of salary, in addition to the basic allowance, will be permitted to allow maintainance of "customary contributions to charitable, educational or other organizations". Other allowances will be permitted for insurance payments if they cannot be met "without disposing of assets at a substantial financial loss"; meeting fixed obligations; for certain Federal income taxes previously accrued.

The regulations repeated that salaries from multiple sources shall not exceed the $25,000 net limi-

(Continued on page 50)

Only Stamps Today

NO COMMERCIALS were to be broadcast on WIBG, Philadelphia, on Dec. 7, anniversary of Pearl Harbor. The day was reserved for War Bond selling, with all commercials used for War Bond and Stamp plugs, and only program credits for sponsors. Station's *Housewives' Jackpot* program, which usually awards Bonds and Stamps to persons identifying products sponsored on the show, on that day gave prizes to persons describing denomination of War Stamps and Bonds.

SALES MANAGERS AND ANNOUNCERS of Pittsburgh area stations carrying Braun Baking Co. programs aired their views of Braun advertising in a recent one-day meeting held in Pittsburgh by the W. E. Long Co., Chicago, agency for the account.

Conference, consisting of informal discussions with criticism or suggestions for Braun advertising, was climaxed by a tour through the Braun plant.

Present at the meeting were: (reading clockwise) Walt Sickles, WWSW, Pittsburgh; Bob Kaufman, WISR, Butler; Bob Pryor, WMBS, Uniontown; Lew Kay, KQV, Pittsburgh; John M. Croft, WJPA, Washington; Jimmy Thompson, KQV, Pittsburgh; John Patrick, WHJB, Greensburg; Tom Price, WWSW, Pittsburgh; E. J. Sperry, director of radio, W. E. Long Co., Chicago; E. R. Braun Jr., Braun Baking Co.; Charles Baker, Braun Baking Co.; Frank Lee, WJPA, Washington; Dick Bachman, Ed. Schaughency, Bernie Armstrong, Paul Shannon, KDKA, Pittsburgh; Bob Donley, WCAE, Pittsburgh; Marjorie Thoma, Jack de Roessy, KDKA; Bob Strubie, W. E. Long Co.

Little Man, We've had a Busy Year

Things have been humming in Big Aggie's backyard this year,—and it's not the result of a defense industry shot-in-the-arm.

It's agriculture . . . the steady, dependable, day-in day-out job of feeding a fighting nation and her allies. In the five-state territory served by WNAX, farm income is up to more than $1,500,000,000.00 for the year. Highest farm income among all CBS stations. And three million of the nearly four million folks living here *are farmers* . . . farmers with MORE money to spend for the fewer articles offered for sale.

Big Aggie's station WNAX has had a busy year, too . . . with more accounts, more mail and more sales than ever before.

Advertising dollars sowed *here* reap sales now—and maintain your brand with folks who will be buying in peace time as well as during the war.

"Keep this in mind when planning for 1943."

IT'S *ECONOMICAL* TO BUY THE *BIG STATION*

WNAX

The Billion Dollar Market

SIOUX CITY ★ YANKTON

Affiliated With Columbia Broadcasting System

570 On Your Dial

A Cowles Station

Willson, Manners Named To ASCAP Membership

MEREDITH WILLSON, conductor of the orchestra on the General Foods *Maxwell House Coffee Time* program on NBC, and Zeke Manners, hillbilly actor of WNEW, New York, are among the 20 writers elected to membership in ASCAP last week. The board also announced the election of five new publisher-members.

Other new writer-members include: Charles O. Banks, Vera Bloom, Carl Busch, Walter Donovan, Milton Keith Ebbins, Seger Ellis, Pearl Fein, Don George, Schuyler Greene, Fred Hillebrand, Arthur Kent, Hazel G. Kinscello, I. B. Kornblum, Richard Charles Krieg, Irwin Rowan, Igor Stravinsky, Mrs. Joe Taylor Torrance, Bernard Wagenaar. New publisher-members are: Bloch Publishing Co., Glenmore Music Inc., J. C. Marchant Co., Noble Music Co., Tempo Music Inc.

SCARE ADVERTISING CRITICIZED

Diversion of Needed Funds From Armed Forces

Criticized by Commerce Dept. Organ

CLAIM that the Government is against all advertising is vigorously refuted by the attitude of the Dept. of Commerce, declares the department's weekly *Domestic Commerce* in its Nov. 26 issue. The conviction is rather that informative advertising is a necessary tool of commerce, for the exchange of goods and services, it is stated. "Scare" advertising, such as that urging people to buy goods because of impending rationing or shortages, is described as a blot on the information industry.

"The Department, however, views as decidedly harmful and un-American all scare advertising," the article continues. "Promoted by some short-sighted retailers, it is actively hindering the war effort.

"Such advertisements urge people to buy merchandise because of expected shortages or impending rationing.

Induces Panic

"They build up unnecessary fears and send a panicky public rushing to stores. They cause needless buying. They foster hoarding. They speed the day of actual shortages.

"Most important, this scare type of advertising robs our fighting forces of funds needed to buy guns and other munitions. These funds bring temporary prosperity to scare advertisers and permanent loss to our war savings bond campaign.

"Today's advertiser has a tremendous opportunity in this wa... He can be a leader for good. H... can mold minds in the right dire... tion. And through the medium ... newspapers, magazines, radio, d... rect mail, or outdoor advertisin... he can dramatize to the public th... part it must play in helping wi... the victory.

"Yes, the advertiser can do a... these things. And praise be, literal... ly hundreds of advertisers are d... ing them every day. They stand ... an enlightened information indus... try functioning for the commo... good."

Copyright Owners Fil... Revised Canada Tarif...

ALTHOUGH FEES were fro... last December, the Canadian Per... forming Rights Society, Canadia... ASCAP, and BMI Canada, on Nov... 30 filed tariffs with the Canadian... Copyright Appeal Board. Fees were... frozen for the duration by agree... ment last year, covering the 194... calendar year, due to price ceiling... regulations and because it was felt... by the Copyright Appeal Board... that war was not a time to revise... such fees upward as CPRS had... asked in their tariff. This month,... it is expected, the parties to the... tariff and others paying CPRS... fees, as well as the Canadian Asso... of Broadcasters, will appear before... the Copyright Appeal Board at... Ottawa to meet the new judge, who... has yet to be appointed and who... will succeed the late Justice A. K.... McLean before whom recent ap... peals have been heard.

KOCY Sale Approved

UNDER DECISION of the FCC... Dec. 1, consent was granted for... relinquishment of control of KOCY,... Oklahoma City, from M. S. Mc... Eldowney, local hardware dealer... and banker, to the Plaza Court... Broadcasting Co., John D. Thomas... and C. E. Johnson, by virtue of... transferee's purchase of 300... shares, or 32.6%, of the issued and... outstanding stock of the licensee... for $30,000. Previously, Mr. Mc... Eldowney held 600 of the 920 out... standing shares. Under the new... alignment he retains 300 shares;... the Plaza Court Broadcasting Co.... purchases 200 shares for $20,000;... John D. Thomas and C. E. John... son, already holders of 150 shares... each, purchase 50 additional shares... for $5,000. M. H. Bonebrake, gen... eral manager of KOCY, owns the... remaining 20 shares. Mr. Thomas... is vice-president and manager of... the Plaza Court Investment Co.,... and Mr. Johnson is an Oklahoma... City attorney.

Wins Women's Medal

NANCY BOOTH CRAIG has re... ceived the 19th annual Women's... International Exposition Medal for... Distinguished Radio Achievement... for her program on WJZ, New... York, titled *Woman of Tomorrow*.... The award was made at the Wo... men's International Exposition of... Arts & Industries, meeting in New... York recently. The citation stated... that the program, begun well be... fore the days of Pearl Harbor,... "helped pave the way for a unified... effort in every phase of woman's... wartime role."

Blue STATION

Tennessee is divided into three distinct sections—East, Middle, and West.

Middle Tennessee, with its hub at Nashville, is covered thoroughly by one advertising medium—Radio Station WSIX. Engineers' surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station's 0.1 MV/M signal. Population, 1,264,494 . . . Families, 312,822 . . . Radio Homes, 202,200.

SPOT SALES, INC. • NATIONAL REPRESENTATIVES

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

THE VOICE OF FREEDOM

Carrying the story of the war to the people—the needs of the Red Cross, War Industries, Civilian Defense, Recruiting, Armament, the U. S. O., Rationing, Bond Sales and the building of a War Consciousness . . . . . .

Keeping faith in the performance of a sacred mission while this nation is at war . . . . . .

WDAF

KANSAS CITY

WNYC Granted Added Hours On Clear Channel of WCCO

'Special Service' Authorization Gives Station Right to Operate From 6 a. m. to 10 p. m.

HAVING ALL the earmarks of political inspiration, WNYC, municipally-owned station in New York used by Mayor LaGuardia as his mouthpiece, was authorized by the FCC last Monday to operate practically fulltime on the 830 kc. clear channel ocupied dominantly by WCCO, Minneapolis, CBS-owned station.

Under a "special service authorization", which used to be labelled "special experimental", the Commission by a split vote authorized WNYC to operate from 6 a.m. to 10 p.m., in lieu of limited time operation on the frequency. WNYC had sought fulltime operation on the frequency for several years, with Mayor LaGuardia personally leading the fight, but the Commission on Oct. 21 denied the request and preserved the status of the frequency.

Two Dissent

Commissioners Case and Craven dissented from the Dec. 1 special service authorization, but did not hand down a written opinion. The authorization was made subject to engineering limitations, to be approved by the chief engineer.

The grant stimulated considerable interest. The Commission said the authorization was only for the duration of WNYC's license. A check of the records revealed the license runs until Feb. 1, 1944.

Irrespective of the language used by the Commission, the authorization was viewed as one that breaks down another clear channel. Moreover, it was held in some quarters that it conflicts with the April 27 equipment freeze order, since additional material and personnel would be required for the increased operation of WNYC, particularly in the light of the requirement that a directional antenna be installed.

CBS May Protest

It was indicated that CBS, as WCCO owner, would protest the grant as tantamount to the breaking down of the clear channel and in the face of the clear-cut October decision denying the fulltime request. That opinion, it is understood, had been rewritten several times, possibly to couch it in such language as to make possible the special service authorization.

Should the FCC deny the CBS protest, the way would be opened to litigate the issue. It is presumed that in such litigation the Clear Channel Broadcasting Service, representing independently owned clear-channel outlets, would intervene.

When the Commission last October denied WNYC fulltime, Commissioners Payne and Walker dissented. The formal denial came after the Commission's majority had concluded that the fulltime operation would interfere with WCCO's secondary service area.

The special service authorization allows WNYC to operate with 1,000 watts, using a non-directional antenna between local sunrise and sunset at Minneapolis, and a directional antenna prior to local sunrise and from local sunset at Minneapolis until 10 p.m., adjusted so as to radiate approximately 56 millivolts in the direction of WCCO. The data setting forth the details of the antenna readjustments were made subject to approval of the chief engineer. WNYC also was granted authority to replace portions of the phasing equipment.

* * *

Station Gets Ready

WNYC will begin its evening operations in a few weeks, according to Morris Novik, general manager, who explained that the station already operates with a directional antenna and that only minor adjustments in the directional pattern are necessary.

These will reduce the signal strength to the west, he said, curtailing the WNYC audience in New Jersey, but it will also cause an equal increase in the station's signal to the east, building up the audience in Queens and on Long Island.

This grant of permission to operate until 10 p.m. is strictly a wartime measure, made under the "war service" authority of the Commission and it in no way involves the dispute over the clear channel issue which has been waged by WNYC against WCCO, Mr. Novik declared.

To Expand War Services

This extended time of operation will enable WNYC to continue and to expand its war service activities, he explained, pointing out that this month the station was forced to discontinue its daily broadcasts of instruction to and information about the Air Warden and Fire Warden Services, the Selective Service and the U. S. Employment Service. These programs are scheduled between 6:30 and 7 p.m., he said, to reach people who are not able to listen during the daytime, adding that a later hour would be even better but that under the previous arrangement whereby the station signed off at sunset Minnesota time the 6:30-7 p.m. period was lost only for the month of December, whereas the 7-7:30 p.m. period was out for four months of the year.

Other Civilian Defense programs will be added to the evening schedule, Mr. Novik said, and in addition the Treasury concerts will be moved from their present afternoon time into evening hours. Other musical programs will also be added, with the monthly concerts of the National Orchestral Assn. already scheduled.

Assured of broadcast time until 10 p.m. the year 'round for the duration, instead of for two months only—June and July—as was formerly the case, WNYC can now devote more attention to building programs for the family evening audience, Mr. Novik said, an endeavor which was hardly worthwhile under previous conditions where listeners gained during June and July were lost by fall as the station's schedule was shortened.

GREETING Upton Close (center), writer and commentator, who started a series of Sunday broadcasts on Mutual Nov. 22, are Edward W. Wood Jr. MBS sales manager, (left) and Carey Struther, of Leo Burnett Co., Chicago, agency for Lumberman's Mutual Casualty Insurance Co., Chicago, sponsor.

William S. Farish

WILLIAM S. FARISH, 61, president of the Standard Oil Co. of New Jersey and a pioneer in the development of the oil industry, died Nov. 29 at Millbrook, N. Y. following a heart attack. Mr. Farish helped organize the Humble Oil Co., which uses extensive radio as does Standard Oil, and was also an organizer and later president of the American Petroleum Institute. He is survived by his widow, a son and a daughter.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick . . .

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

IT GROWS BIGGER IN FERTILE GROUND

Alert advertisers are sowing "seeds for greater sales" when they cover the "fertile" East Texas-North Louisiana-South Arkansas market. It's an area with 30,000 producing oil wells, more than 300 million dollars of war construction plus a rapidly growing livestock and agricultural industry. KWKH—with 50,000 watts—stands in the heart of the area . . . holds an influential hand on the purse-strings of more than 300,000 radio families.* Buy KWKH for dominant coverage of this rich market.

*CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Member South Central Quality Network. Ask The Branham Company for details.

CBS 50,000 WATTS

KWKH

A Shreveport Times Station

SHREVEPORT, LOUISIANA

THE SELLING POWER IN THE BUYING MARKET

"Ye ain't heerd no news on WFDF Flint Michigan 'bout the battle of Gettysburg, hev ye?"

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Packs a SUNDAY PUNCH
in GEORGIA'S
Fastest Growing Market

Represented by SPOT SALES Inc.

Manpower Topic For 10th District

1943 Opportunities Outlined By Commercial Managers

STATION managers heard the Iowa State Selective Service director and Army and Navy representatives discuss manpower at the 10th District meeting of the NAB at Des Moines Nov. 27-28. At the same time, sales managers, at a separate meeting, reviewed opportunities for the coming year.

The two sessions were held on the second day of the district meeting. On the previous day, John J. Gillin, district director, presided at the opening session. Speakers included Lt. Col. H. H. Glidden; NAB President Neville Miller; Carl Haverlin, OWI; Eugene Carr, Office of Censorship; John Nollen, Iowa War Bond Committee; Maj. H. O. Peterson. NAB Director of Broadcast Advertising Lewis Avery had described the retail promotion plan.

Manpower speakers on the second day included Brig. Gen. Charles H. Grahl, Iowa Selective Service Director; Howard Wertz, Seventh Defense Region, and Lt. Dennis, Navy. Mr. Avery addressed the sales meeting.

At the second day luncheon, Neville Miller, NAB president, described radio's war job—to build the spirit necessary for final victory, to hold and advance the home front.

At Des Moines Meeting

Ed. Anderson, WOW; Larry Andrews, KICD; Lewis H. Avery, NAB; L. D. Barnhart, KXEL; Richard W. Beckman, WOI; Sam H. Bennett, KMBC; Milton Blink, Std. Radio; Hale Bondurant, WHO; L. W. Born, KGLO; Edward Breen, KVFD; Pearl B. Broxman, WSUI; Harry Burke, WOW; Eugene Carr, Office of Censorship; Frank E. Chizzini, NBC; Neil C. Conklin, WOC; Clarence G. Cosby, KXOK; Lois Crawford, KFGQ; Bob Dillon, KSO-KRNT; Dietrich Dirks, KTRI; Joe Du Mond, Jack Du Mond, KXEL; F. C. Eighmer, KGLO; Ted Enns, IBS; Ralph Evans, Harold Fair, WHO; Jack Falvey, KBIZ; L. O. Fitzgibbons, WOC; Wm. L. Flanagan, KSO-KRNT; Harold W. Fulton, WHO; Dean Fitzer, WDAF; James M. Gaines, NBC; John J. Gillin Jr., WOW; Gene Godt, WHO; K. S. Gordon, KDTH; Josephine Griffin, KFGQ; Gaston M. Hagenah, SESAC; Carl Haverlin, U. S. Treas.; Jerry Hoekstra, KMOX; Dick Hull, WOI; Bob Hurleigh, Assoc. Press; Merle S. Jones, KMOX; A. W. Kaney, NBC; Harry J. Kaufmann, WDAF; Robert S. Keller, AMP; Jack Kerrigan, WHO; Wm. Kotera, WOW; Karl Koerper, KMBC; Howard C. Lane, CBS; "Cy" Langlois, Langworth; Glen B. Law, KSO-KRNT; Craig Lawrence, Edmund Linehan, IBS; Buryl Lottridge, WHO; George Ludlam, O.C.D.; G. B. McDermott, KBUR; Don Macon, KMBC; Marie Maher, KBON; Joe Maland, WHO; Earl E. May, KMA; Martin Meltzer, ASCAP; Carl Menzer, WSUI; Neville Miller, NAB; Tom Mulready, WHO; Soren Munkof, WOW; L. W. Nolan, KICD; John M. Outler Jr., WSB; Gerald Patterson, KSO-KRNT; Herb Plambeck, WHO; D. J. Poyner, WMBH; S. D. Quarton, C. F. Quentin, WMT; J. C. Rapp, KMA; Glenn Ripper, KMMJ; Charles L. Sanders, WSUI; Thomas Scheer, WHO; Don Searle, KOIL-KFAB-KFOR; John T. Schilling, WHB; Frank Samuels Jr., KOIL-KFAB; F. E. Shopen, KOWH; Owen Saddler, KMA; Morgan Sexton, KROS; Stuart Steelman, WHO; L. Von Linder, WMT; John Wahlstedt, WHB; Otto Weber, Woody Woods, WHO; Wm. Wiseman, WOW.

NEW YORK stations are donating at least 34 broadcasts of quarter-hour and half-hour programs between Nov. 23 and Dec. 26 to the Christmas seal drive of the New York Tuberculosis and Health Assn.

FIVE OF THE SEVEN men who have served as chairmen of the NAB Sales Managers Executive Committee since the founding of the Sales Managers Division at the Chicago NAB convention in 1936 were brought together by coincidence at the NAB 10th District meeting in Des Moines Nov. 27-28. They are (l to r): John M. Outler Jr., WSB, Atlanta, present chairman; Lewis H. Avery, NAB director of broadcast advertising, who served 1937-38; J. Buryl Lottridge, WOC, Davenport, founder and first chairman, 1936-37; Eugene Carr, Office of Censorship, 1941-42; Craig Lawrence, Iowa Broadcasting Co., 1938-39. Absent were William R. Cline, WLS, 1939-40, and Ed Y. Flanagan, WSPD, 1940-41.

Industry Entitled to Seek Deferment Of Vital Men, Asserts Maj. Culligan

"BROADCASTERS have a responsibility to fight for the deferment of any employe whose removal would seriously interfere with station operations," Maj. Ernest M. Culligan, of Selective Service, Washington, told the 90 assembled broadcasters at the 9th District meeting of the NAB held last Monday and Tuesday at the Palmer House in Chicago.

"The War Manpower Commission," he said, "has certified radio as a necessary war activity. There is nothing unpatriotic in asking for deferment or appealing a case to the State board or even to Washington, if necessary.

"The deferment at the same time must be considered as a temporary loan by the Government to the employer of the deferred individual," Maj. Culligan continued. "The broadcasting industry has been far-sighted in training women as a partial solution to their manpower problem, in the future more women and older men will have to be trained."

The broadcasters wound up the two-day session by the election of Leslie C. Johnson, WHBF, Rock Island, Ill., as regional director of District 9 to succeed Edgar Bill, WMBD, Peoria.

At a luncheon meeting Monday the retail promotion plan was outlined in detail by Lew Avery, NAB director of broadcast advertising.

The Tuesday session was occupied by sales problems, the music situation and short talks by Lew Avery on "good taste in radio advertising". Milton Blink of Standard Radio, "Cy" Langlois of Lang-Worth, Carl Haverlin, of BMI and Bob Keller of AMP talked briefly on music problems.

Others who addressed the two-day sessions were: Edgar Bill, former director 9th district; Neville Miller, NAB president; Eugene Carr, Office of Censorship; John Wooden, ASCAP; Kenneth Carpenter, Treasury Dept.; M. A. Peterson, Radio Bureau, OWI; Lt. (s.g.) Paul Holman Faust, Lt. (j.g.) Bruce Dennis, 9th Naval District, public relations; John N. W. Sloan, OCD.

At Chicago Meeting

Ed. Allen, WIBA; Lewis H. Avery, NAB; Frank M. Baker, WJWC; R. E. Bausman, WISH; Lawrence Bendiner, OCD; Edgar L. Bill, WMBD; John Blair, John Blair & Co.; Milton Blink, Standard Radio; P. H. Booton, WDZ; Walter J. Buxton, WBBM; Gene Cagle, KFJZ; Emmons C. Carlson, NBC-WMAQ; Eugene Carr, Office of Censorship; Frank E. Chizzini, NBC; Marie E. Clifford, WHFC; William R. Cline, WJWC; Sheldon B. Coons, NAB; Maurice Corken, WHBF; Dietrich Dirks, KTRI; Frances J. Dixon, WENR; John A. Dyer, WAIT-WGES-WSBC.

Leslie Edgley, WENR; Brad Eidmann, WAAF; Edwin G. Foreman, Jr., Foreman Co.; Maj. R. P. Forster, British Embassy; James M. Gaines, NBC; S. D. Gregory, WEAF; Gaston W. Grignon, WISN; K. K. Hackathorn, WHK; Harold M. Harvey, Michigan Council of Defense; Carl Haverlin, BMI-OWI; Arthur Hull Hayes, WABC; William S. Hedges, John Herbuveaux, NBC; Clair B. Hull, WDZ; Bob Hurleigh, Press Assn.; W. E. Hutchinson, WAAF; C. Johnson, WHBF; Walter Johnson, WTIC; Paul H. Jordan, OWI; A. W. Kaney, NBC; Robert S. Keller, AMP; Lt. Col. E. M. Kirby, War Dept.; Harry C. Kopf, NBC; James F. Kyler, WCLO; C. Howard Lane, CBS; "Cy" Langlois, Lang-Worth; Harry R. LePoidevin, WRJM; George A. Mann, OWI; C. L. McCarthy, KQW; Joseph A. McDonald, WMAQ; A. M. McGregor, WJBC; Vincent McMahon, Press Assn.; Neville Miller, NAB; Chester Miller, WJWC; Frank R. Mills, WDWS.

Vernon Nolte, WMBD; Georgene O'Donnell, OCD; Hugh O'Malley, WISN; John M. Outler, Jr., WSB; Robert Parsons, WMBI; S. J. Paul, BROADCASTING; Walter J. Preston, WBBM; Paul Ray, John Blair & Co.; Ray E. Schwartz, WOSH; Alex Sherwood, Standard Radio; John Sloan, Div. of Public Advice & Counsel; J. Kelly Smith, WBBM; Bert Squire, SESAC; James L. Stirton, WENR; Wallace Stone, Press Assn.; Harry G. Tompleton, WLS; Paul B. Upson, WTRC; J. L. Van Volkenburg, KBBM; Pierre Weis, Lang Worth; John C. Wooden, ASCAP.

PORTRAYING THE FURTHER ADVENTURES OF RADIO'S INDISPENSABLE MAN THE TIME BUYER!

NO.7 IN A SERIES

JOHNNY TIMEBUYER

CALLING ALL TIMEBUYERS! CALLING ALL TIMEBUYERS! HERE'S THE STATION YOU WANT FOR THAT SELLING JOB IN PORTLAND, OREGON — IT'S KEX! FULL DESCRIPTION FOLLOWS:
KEX
KEITH, YOU'RE A WIZARD ON TH' KEYS, BUT THE SWEETEST MUSIC TO THE EARS OF ALL AFFILIATED STATIONS IS THE "BIG PARADE" OF TOPNOTCH SHOWS ON THE BLUE NETWORK THIS SEASON!
NOBODY'S BLUE ON TH' BLUE!
YEAH, MAN!
KEITH KIGGINS
THESE OREGON FOLKS HAVE CONSISTENTLY MADE NATIONAL RECORDS IN SUCH THINGS AS WAR PRODUCTION, NAVAL ENLISTMENTS, SCRAP COLLECTION, WAR-BOND PURCHASES! BUT, WITH THE BIGGEST PAYROLLS IN HISTORY, THEY'VE GOT PLENTY OF MONEY LEFT TO BUY LOTS OF YOUR PRODUCT!
1ST
MR. & MRS. OREGON
JOHNNY SPEAKIN', FOLKS! RADIO LISTENING IN THE KEX AREA HAS INCREASED TREMENDOUSLY IN RECENT MONTHS, PARTICULARLY AMONG WAR INDUSTRY WORKERS KEX IS YOUR STATION FOR SALES RESULTS!
X
RECOGNIZING THAT NEWS IS ONE OF THE MOST IMPORTANT FACTORS IN STATION POPULARITY, KEX BRINGS LISTENERS A COMPLETE SCHEDULE OF NEWSCASTS - A BATTERY OF NEWS PERSONALITIES - AND ALL THREE OF THE LEADING NEWS SERVICES. IT'S A SET-UP UNMATCHED BY OTHER PORTLAND STATIONS!
Associated Press.
United Press.
International News.
GO KEX!
PAUL RAYMER
THESE PAUL H. RAYMER BOYS ARE ALWAYS ON THEIR TOES TO GIVE YOU DOPE ON KEX! DON'T FORGET KEX FOR THAT NEXT SPOT SCHEDULE - CALL ANY RAYMER OFFICE, OR WRITE OR WIRE DIRECT!
KEX "THE VOICE OF THE OREGON COUNTRY" PORTLAND, OREGON

Mayo, Flanagan Leave WOR to Enter Service

BOB MAYO, account executive, and Alvin Flanagan, producer-director of WOR, New York, have left the station to enter military service, bringing the total number of WOR members in the armed forces to 30. Mayo left Dec. 4, to report to the Naval Air Training Station, Quonset, Rhode Island, as a lieutenant (j.g.). He is succeeded by John Nell, previously account executive for retail accounts, this position now being filled by Bill Crawford, of the promotion department. Sherman A. MacGregor, at one time NBC producer-director, and recently stage, screen and radio actor, replaces Flanagan, who left Nov. 28 to report to Marine Officer's Training School.

AFRICAN STATIONS SPARED

French Broadcasts Continue Under Censorship Of Army; Americans Set Up Own Station

ONLY DRIBLETS of information about the radio phase of the American occupation of North Africa have been released by the military authorities and the Office of War Information, both of which utilized special broadcast equipment for their communications setup and for reaching the populaces of the occupied territories.

It was learned last week, however, that none of the French broadcasting stations was actually taken over by the American forces; instead, in order to further the policy of friendly cooperation with the French, the station staffs were permitted to operate as usual but under American Army surveillance and censorship.

None Destroyed

So far as Washington was able to learn, no French broadcasting station was destroyed during the invasion. This may later be disproved, however.

That the American Army brought along at least one broadcast station of its own to Morocco, was reported by the Associated Press in a dispatch Nov. 24 from Harold V. Boyle, its correspondent with our forces. Technical details of the transmitter, he wrote, are a military secret, but he stated that the "Voice of the American Forces" kept in contact for four days at irregular intervals with the French public.

On the day of the landing, Nov. 8, the station went into operation, working the same wavelength as Radio Morocco at Rabat. It broadcast President Roosevelt's French-language proclamation as well as instructions from Gen. Dwight D. Eisenhower to the French troops willing to cooperate and French Gen. Henri Giraud's messages to the French soldiers not to resist the Americans. News from the battlefront was also broadcast.

About noon, Mr. Boyle relates, Radio Morocco began warning its listeners against the "clandestine station" on its wavelength, but the "Voice of the United States Army," speaking in the name of Maj. Gen. George S. Patton Jr., interrupted repeatedly and called on the French to lay down their arms. When the German Armistice Commission (later captured) angrily directed the French to track down and smash the "outlaw" station, they failed to find it and, in desperation, were forced to resort to jamming. But the Army station would not stay jammed, and its power was strong enough to make it heard as far away as London where some of its programs were rebroadcast by the BBC.

A considerable staff of OWI radio and news experts is known to have landed with the American forces, but their activities and whereabouts are still unreported.

* * *

Sherwood Praises Shortwave

Assurance that American shortwave broadcasts to Axis-dominated Europe and Asia are heard by people in those countries is offered by Robert E. Sherwood, Director of Overseas Operations for the OWI, writing in the Dec. 7 issue of the *Army & Navy Journal*.

Although no polls of opinion can be taken in these countries, Mr. Sherwood says, we get the answer from the enemy himself in his increasing admonitions to his people not to believe "Allied lies". "Our enemies wouldn't be denying these 'lies' if their people in ever increasing numbers had not heard or read them," Mr. Sherwood writes.

Use of BBC facilities has made possible the distribution of American news to Europe, the article states, for "several times each day the people of Europe can hear the voice of America rebroadcast by the powerful battery of BBC transmitters, longwave as well as shortwave."

According to Mr. Sherwood, more than 50 transmitters on both sides of the Atlantic were used to carry President Roosevelt's address to the French people to herald arrival of the AEF in North Africa.

The article stresses the importance of words in the war against the Axis. "Words can bolster the morale of our friends overseas and thus increase the powers of their resistance. Words can disrupt the morale of our enemies and thus decrease the powers of their resistance," Mr. Sherwood says.

"We have been sending the word over there by radio, by press services, by pamphlets, leaflets, posters, movies, and even by word of mouth which travels with mysterious speed and effectiveness and penetrates the stoutest walls of censorship and suppression that the Nazis, the Fascists, or the fanatical militarists of Tokyo can build about their own conquered peoples. "'The Yanks are coming!'"

SHOWING that WFBR, Baltimore, has trained 25 or more of its employes in advanced first aid, Dr. Samuel J. McLanahan, (r) chairman of the Baltimore chapter of the American Red Cross, presents Harold W. Batchelder, station vice-president, with a Red Cross Volunteer First Aid Detachment certificate. WFBR has equipment and personnel to handle emergencies.

Ma Perkins' Tenth

MA PERKINS, main character in the serial of that name, entered her tenth year of broadcasting on NBC Dec. 4. The soap opera came to NBC in 1933 from WLW, Cincinnati, NBC affiliate. Members of the cast, network and agency production men and representatives of the sponsor, Procter & Gamble Co., Cincinnati, celebrated at a dinner party in Chicago.

Maybe this looks silly to you. But have *you* ever tried to carve out radio sales in the big (798,000 people), rich ($352,000,000 in buying power) Roanoke-Southwest Virginia market without using WDBJ? For the record, WDBJ is the *only* station able to reach every radio home in this area with a clearly audible signal at all times! Just ask us to prove it.

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

34,182 LISTENERS SCRATCHED THEIR HEADS AT 11:15 P. M.

and Victor Record demand goes up and up!

Where except in New York and how except through WEAF could you find 34,182 individuals who are willing to sweat over a complicated musical contest, write up answers and mail things—all between 11:15 and 11:30 at night and on the strength of a mere ten fifteen-minute programs? No wonder RCA Victor's Mr. Joyce was surprised—and that Victor sales are booming. There are two outstanding reasons for this mail pull though: WEAF is the number one station in New York at that time of night. Its local programs (including the "Sounding Board") are geared and produced to *sell*, as well as to attract, listeners.

LORD & THOMAS
Advertising
247 PARK AVENUE, NEW YORK

11/13/42
#103

RCA-VICTOR
SOUNDING BOARD
THURSDAY

WEAF
11:15 - 11:30 P.M.

JOYCE: We've sure learned our lesson about putting contests on WEAF. We're going to make our next one really tough.

COTT: Your last one was plenty tough, Tom -- listeners having to pick the names and composers of the selections we played for ten weeks in a row, write them correctly and shoot them in to us.

JOYCE: Yes, but we didn't expect 34,182 entries from ten programs -- 2,479 from just one of them. We figured that, with the contest's complexity and the late hour, we'd get only a few hundred entries at the most.

COTT: I'm sorry that we swamped you, Tom, but, remember, WEAF is New York's number one station in audience size and that goes for late at night, too.

JOYCE: I know, Ted, and so do Victor dealers. Because Victor Record demand in the New York area is greater than at any time in the past.

Mr. Thomas F. Joyce, Vice President of RCA Victor, puzzles over this late-night mail-pull as Ted Cott, emcee of the Victor Record "Sounding Board" (11:15-11:30, Thursdays) points out what's behind it.

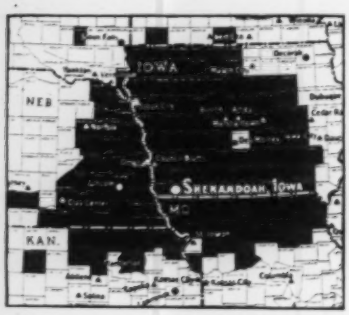
WEAF TALKS SALES IN NEW YORK

50,000 WATTS · 660 KILOCYCLES · NBC NETWORK

KMA Sets Mail Record for 1941-42

KMA, a 5,000-watt regional at Shenandoah, Iowa, produced more inquiries and orders per advertising dollar than any other station during the 1941-42 radio season. *Commercial* mail for the year ending August 31, 1942, totalled 523,911 pieces containing $67,410.54 for premiums and offers. An additional 52,426 fan letters boosted the KMA total to 576,337, a figure which would make most 50,000-watters stand up and cheer.

Using Columbia's mail response formula, this mail indicates KMA primary coverage of 151 counties as illustrated below.



The clients that established the KMA commercial mail record were all national or regional advertisers, such as Oxydol, Wheaties, Ovaltine, Coco-Wheats, Folger's Coffee and Standard Brands. Many KMA clients (Bristol-Myers, Coca-Cola, Ford, Dreft, Omar Flour) made no mail solicitations whatever—but all enjoyed their share of the prosperous KMA market, for the audience served by KMA is the most responsive in the world.

If you would like to know more about the KMA area's 3,000,000 people, who normally spend 820 million dollars a year in retail stores—if you want to know how to reach the most prosperous rural market in America—write now for a copy of KMA's latest market data brochure.

KMA

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

WOODEN MOTIF for Hickory, N. C., is found in studios of WHKY, which recently increased its power to 5,000 watts daytime, 1,000 night. on 1290 kc. New equipment includes four 205-foot Winchargers, 21-A Collins transmitter, E. J. Johnson phasing and tuning units, Victor Andrews phase monitor. Shown is the hardwood floor, natural panel walls and Celotex ceiling entrance to the new brick building.

Physiological, Psychological Effects Of Daytime Serials Arouse Psychiatrist

IN AN EIGHT-PAGE pamphlet, "Radio and Civilian Morale," Dr. Louis Berg, psychiatrist, gives the daytime dramatic serial the severest going-over this form of radio entertainment has had in its entire hectic history.

Reporting on two months listening to eight script shows, covering about 40 episodes of each program, Dr. Berg charges that these programs not only produce harmful physiological and psychological effects upon the individual listener, but even outdo enemy propaganda in producing an over-anxiety state that "lays the ground-work for civilian panic in emergencies."

Clinical Tests

Dr. Berg and another investigator, subjects of the experiment, each listened alone to the programs "for full concentration" and took notes on what they heard. "Pulse and blood pressure readings were made of both of us before and after listening to each serial."

Stating that the psychological techniques of the serials induce the listeners to identify themselves with the characters and to suffer with them "as they run the emotional gamut through the dark mazes of the twists and turns of the plot;" to retreat from reality into a fantastic never-never land, and to listen vicariously to "our hidden thoughts, our forbidden desires, our profane loves, our illicit hates," Dr. Berg declares that "sinister as are these devices, the ultimate in the destructive effect of these programs is accomplished by poisoning the wells of family life, in pretending to mirror relationships around the hearth and home."

Since the "family is the unit of the community and therefore the basic unit of the nation," Dr. Berg considers that to present the abnormal family relationships of the daytime serial as normal situations "is to blast at the bastion of national morale." Contrasting the serials studied with the Peabody prize winner *Against the Storm*, this program, he says, utilizes the same psychological devices as the other daytime dramas but in such a way as to "leave the listener with the conviction that he has a moral obligation never to yield in the battle against the evil forces besieging mankind."

National Interest

Damning the sponsors of the typical daytime serials for allowing mass appeal to outweigh "any considerations of morality, decency or patriotism", Dr. Berg concludes that "the type of radio program permitted to be broadcast becomes not only a matter for its potency in selling soap or cereals, not only a matter of its worthwhile or shabby story material, not only a matter whether it does or does not offend the obvious conventions or violate the standards of broadcasting, but a matter of what it does or does not do in the national interest.

"For anxiety states are the background against which civilian panic in emergencies result; anxiety states muddy the waters of personal and family relationships and break up the harmony of the home and the family without which no nation can produce the united effort necessary to win a war; anxiety states set wife against husband, mother against child; yes, even man against himself.

"To use the hearts and minds of millions of women without regard to their mental or emotional welfare to sell any product is little short of treason in a nation at war."

Safety Awards

BAYUK CIGARS Inc., Philadelphia, on the Dec. 4 Mutual broadcast of Cal Tinney's *Sizing Up the News* was recipient of the National Safety Council's first Distinguished Service for Safety award. On the same date the Petersburg, Va., plant of the Brown & Williamson Tobacco Corp., received a "Smash the Seventh Column" award from the Liberty Mutual Insurance Co., during its regular broadcast of *Plantation Party* on NBC.

Technician Raids Are Held Unfair

Union Obstacles to Training of Women Are Criticized

VOICING disapproval of union-imposed obstacles to training of women for replacement in technical posts in radio, along with "double staff" requirements, S. A. Cisler, general manager of WGRC, Louisville, last week protested to the Louisville local of International Brotherhood of Electrical Workers against "raiding" of the technical staffs of smaller stations.

In a letter to Guy Horne, of WHAS, Louisville, identified as connected with the union, Mr. Cisler said he had been informed that a member of his engineering staff had been offered a technical post at WHAS through the union. He asked for an immediate conference between the union, the two stations and "such Government agencies as may be concerned, to work out alternate relief."

Mr. Cisler, who recently was commissioned a first lieutenant in the Marine Corps, said his station protested this "taking of scarce technical men from the smaller stations to maintain status quo conditions at larger stations." He added he was advising all Government agencies concerned with manpower stabilization of the development.

Union Rule Criticized

Criticizing current union rulings, Lt. Cisler said he understood WHAS has 20 technicians as against 5 on WGRC. Whereas WHAS works its men only 40 hours per week, WGRC works them 50 or more. Because of union opposition, he said he understood WHAS does not at present use women for certain technical duties, whereas WGRC has two.

By union conditions, Lt. Cisler continued, WHAS is required "to maintain two men in some jobs where one could do the work, considering the present wartime conditions." He held IBEW "has never been able to provide replacements for its contract obligations at WGRC, except in one instance."

Asserting he understood WHAS shortly would increase its operations to a 24-hour schedule, Lt. Cisler said that if this increase relates to the war effort, "we feel the union should relax such restrictions within its present WHAS contract that contribute to the 'labor pirating' in this instance."

The union was asked specifically to eliminate union obstacles to training of women for replacements, and their employment thereafter; the restriction of work to 40 hours per week at WHAS when overtime could be used; and the elimination of "double staff" where "single man" operation could be used. He held these acts would contribute materially to solving the shortage of technicians.

KWIK KWIZ

FOR MOVIE-MAD MERCHANDISERS

K_____

M_____

B_____

C_____

Hollywood can call *this* picture "colossal" without stretching a single point. In KMBC's primary area alone are more than half a million radio homes with far more income than ever before! And it's KMBC that's "packin' 'em in" — leading in Kansas City listeners more often than any other station. Your show on KMBC is a *nine*-bell performance replete with brilliant cast (drawn from the largest and finest radio staff in Kansas City) — skilled production (that won Variety's last Showmanship Award for Program Origination) — and the best of companion features (provided by CBS, Kansas City's favorite network.) Best of all, KMBC pays off at the box-office as shown by the fact that advertisers place more national spot business on KMBC than on any other Kansas City station. Next time you book an attraction for your Midwestern customers, be very sure it makes its premiere on the "9 Ways the Winner" station you hear so much about.

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

THE ANSWERS

K IS GUY KIBBEE
RKO

M IS JEANNETTE McDONALD
M-G-M

B IS WALLACE BEERY
M-G-M

C IS MADELEINE CARROL
Paramount

The Pacific
Coast is
one market...
Sell it as
one market
with Pacific
Blue!
KEX
PORTLAND
KFBK
SACRAMENTO
KGO
SAN
FRANCISCO
KWG
STOCKTON
KTMS
SANTA BARBARA
KERN
BAKERSFIELD
KECA
LOS ANGELES

-and secure the advantages only Network Radio can offer

On the Pacific Coast *network radio* is the first choice of regional advertisers. Currently, 64 accounts are using the four Coast networks *every week*, selling the Pacific Coast as it can best be sold—*as one market*.

These accounts know the multiple advantages of *network radio* on the Coast where 92% of all homes are radio homes. Network radio delivers the largest circulation at the *lowest net cost per thousand* of any regional medium. Network radio has a priority on the choicest available time periods. Network radio is the only medium that provides a *monthly check* on the *net* circulation of your advertising. Network radio is the efficient way to sell the Coast's rapidly growing wartime population.

Increasingly, Pacific Blue is the network regional advertisers are buying—*10 new accounts* have joined Pacific Blue's roster since August 1. Here's why—

COVERAGE—Recent mail patterns show that Pacific Blue delivers *primary* daytime coverage of the counties where 95% of the Coast's retail sales are made.

STATIONS—Thirteen Pacific Blue stations cover every major Coast market *from within*. The 8 principal Coast markets are each covered with 5,000 watts or better.

PROGRAMS—With ready-built audiences now available for sponsorship—you can buy a high Hooper on 13 stations for as little as $246 a week (time and talent)

ECONOMY—Pacific Blue costs 20% less than any other Coast network. See Pacific Blue Rate Card #2 for new discounts and rebates now effective.

PROTECTION—Pacific Blue protects your program investment by guaranteeing your time against preemption. You *retain* the time you buy on Pacific Blue.

AVAILABILITIES—Excellent evening and daytime periods with strong network bracketing still available on either California or full Pacific Coast networks.

THE PACIFIC BLUE NETWORK

Represented Nationally by Blue Spot Sales

LOS ANGELES • SAN FRANCISCO • NEW YORK • CHICAGO • DETROIT

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San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Radio's One-Third

SERIOUS CONCERN is being evinced in official Washington over the plight of small business enterprises faced with possible extinction as the war effort moves forward. Something is going to be done about it, we judge, though the wheels of Government grind slowly in such matters.

Brought into direct focus is the bleak outlook for the small broadcast stations in the secondary markets. They face not only the personnel and equipment troubles of their more fortunate contemporaries, but the drying up of local business as well. National business, while it has kept up remarkably well, isn't getting to all the secondary markets. Local retail outlets, receiving less and less merchandisable goods, aren't disposed to spend as much for advertising.

We have the anomoly of Government demand for continued operation of most of these stations in the war interest, and of declining revenues. Yet station overhead is skyrocketing. The law of diminishing returns sets in. Without some sort of relief, these stations—perhaps 200 to 300—are confronted with eventual suspension.

We don't profess to know the answer. But there are several possibilities. We must presuppose that the Government, as OWI Director Elmer Davis has said, wants the entire radio structure to function with maximum effectiveness. Radio is part of the American way of life—an essential medium. It is the fastest route to the fireside. It is a fundamental medium for the maintenance of public morale.

In Alaska and in Hawaii, OWI saw to it that stations maintained regular schedules so the populace and the military forces could be kept informed and entertained. Time is bought over the stations on a bulk basis, and preselected programs are broadcast. That isn't subsidy—which to all broadcasters is distasteful. It constitutes practical application of a sound policy to meet conditions provoked by a war emergency.

Perhaps that's the answer, with modifications, for radio's domestic economic problem, which is bound to develop soon, if it isn't already here. Since the war's advent, our industry has not sought payment for time devoted to Government programs—time estimated to be valued at some $64,000,000 on an annual basis. Radio does not plead a special case; it has asked only that there be no discrimination.

Small newspapers are faced with the same grim prospects. Why shouldn't the Government pay for some of the time and space it uses to promote aspects of the war effort? Early in the war, purchase of space for recruiting campaigns discriminated against radio. Some space is still being used on that basis. If both media—essential in the war—are treated alike, there can be no legitimate complaint.

The Special Congressional Committee studying the small business problem might well look into this whole picture. There's the possibility of long-term loans, through the Reconstruction Finance Corp., as another alternative. Adequate legislative safeguards, it seems to us, could be adopted to insure return of the station properties and mortgage paper after the war.

We leave to better minds in Government and industry the solution of this dilemma in which possibly a third of the nation's stations may find themselves. The problem requires action *now*—not after the dam breaks.

Jimmy's Moment

AT LONG LAST, AFM Czar James C. Petrillo is going to make a public appearance in Washington. He's the headliner in the premiere booked for Jan. 12 by the Senate subcommittee looking into the whole music ban business.

Since Jolting Jimmy invoked his ban on recordings and transcriptions for public performance last June, he has persisted in maintaining his "public be damned attitude". He has never answered the pleas of such public officials as Elmer Davis, James Lawrence Fly, Thurman Arnold and Senator Wheeler that he call off his ridiculous ukases, in the war interest.

The committee, we assume, will want to know the whys and wherefores of these tactics, invoked under the guise of unemployment, when that term because of war manpower demands is practically eliminated from our lexicon. The nation, the industries affected and the musicians themselves have a right to know the answer.

Despite the rigors of wartime demands and the unavoidable delays, the Senate committee, under the leadership of Chairman D. Worth Clark of Idaho, has perfected its plans for the inquiry, which was authorized unanimously by the Senate. The committee has retained as its counsel Herbert M. Bingham, a practical, hard-hitting Washington attorney. Mr. Bingham, while a general practitioner, is familiar with the music problem by virtue of his representation of several stations.

We are glad to see the committee pursue such a course. By retaining counsel of the calibre of Mr. Bingham, the nation is assured of a business-like inquiry that will get down to the issues. If legislative relief is required to end this unprecedented rampage that interferes with the ability of essential industries and services to perform effectively in the war interest, the results of the Clark inquiry should reveal the need.

Mr. Petrillo's day (or days) in court should prove very enlightening.

Evidently, the FCC majority feels the war is about over. Pre-war and pre-freeze order activities, covering such things as "special service authorizations", are in vogue again, it appears. It looks like a busy winter.

Questionnaire Query

PUNCH-DRUNK broadcasters who have wrestled many years with FCC questionnaires and forms penetrating innermost aspects of their operation and personnel, must view with forgivable glee the move of the Joint Committee Investigating Nonessential Federal Expenditures to find a cure for the whole questionnaire epidemic.

The Congressional committee, it appears, is mainly concerned with the hundreds of war-born questionnaires that have all but led public and industry alike to distraction. We have a hunch, however, that the guiding genius of the current questionnaire quandary will turn up as a former FCC lawyer who devised intricate forms of the kind that have haunted station managers and their auditing and legal staffs.

We can think of no one else who could conjure up such questions as the relationship of the program director's uncle-in-law to the station's ownership and program policy. Or perhaps the broadcaster would prefer that dilly about how he earned each dollar he had saved, with a strict accountability for the past dozen years or so.

The committee is asking all Government agencies for copies of all questionnaires sent out in the last year. It proposes to follow through to ascertain what use has been made of the returns.

Maybe the FCC was ahead of the procession when it launched its great questionnaire forays in 1937 or thereabouts. Maybe it didn't have the authority to collect, annually, volumes of data about programs, finances, profits and losses (because the law still says such annual surveys can be undertaken only with specific authority). In these tough times, the industry isn't much concerned, because it's sort of case-hardened on questionnaires.

While the joint committee is about it, we hope it orders its truck to back up at the FCC for one copy each of its forms and inquiries. The truck may have to make several trips. But the questions should make interesting reading—if the committee can understand them.

We Pay Our Respects To —

EMILIO AZCARRAGA

THEY SHOULD call him Mexico's "Mr. Radio". For he's synonymous with everything good radiobroadcasting stands for in our Good Neighbor nation to the South. And it's all strictly by the American Plan.

This Emilio Azcarraga is a fabulous sort of man. Self-made, too! He looks, performs and talks like a Mexican edition of Wendell Willkie, whom he admires. He's 6 feet 2, weighs 228, talks English like an American and maintains a strictly open door policy at all three of his offices in Mexico City.

Don Emilio (they all call him that, from page boy to politician) is the custodian of more radio watts than any caballero in all Mexico. His interests transcend radio, however, for he runs two of Mexico's largest theatres, a hotel, a night club or two, Mexico's first network-programming organization, the most important talent bureau, and practically all of Mexico's transcription industry. He's a director of a couple of banks, is active in civic work, but has never held political office.

In calculating Don Emilio's watts, the current equipment bottleneck must be taken into account. He has 250,000 watts authorized for his pioneer station, Mexico City's XEW, but is transmitting with only 100,000, to conserve tubes. XEQ, his second clear-channel outlet in the Mexican capital, is rated at 100,000, but uses 50,000 temporarily for the same reason. Each station has a short-wave adjunct (XEWW and XEQQ) using 10,000 watts, broadcasting the same programs as the parent standard transmitters.

Wrapped up in these stations Don Emilio has an investment of about $1,500,000 (dollars, not pesos). A few months ago he built new studios for XEW at a cost of $300,000. XEW is an NBC affiliate; XEQ, CBS. The stations are maintained separately, and are competitive, though Don Emilio runs both. As a matter of fact XEW is about sold out, and the competition among Mexico's leading stations is brisk and getting more so, as more American dollars (through Mexican corporations) invade this thriving market.

Though it may not be generally known, Don Emilio is more responsible than probably any other individual in Mexico for the success of the Havana Treaty, which resulted in the great reallocation of 1941, involving all broadcast frequencies. Evolved in 1937, the treaty wasn't finally ratified by Mexico until two years later—after the Mexican Senate twice had rejected it. Then Don Emilio stepped in, and the Senate changed its mind.

Don Emilio visits this country at least once a year. He knows American radio, and has adopted what he regards as the best of our methods and practices. He's against frequency discounts; you can buy one hour or 365 on XEW and the hour rate is the same. Radio talent on his stations may be booked non-competitively in theatres, clubs or on tours, but not on any other station.

Don Emilio's prime radio interest today is the development of a fulltime wire network. In 1940 he formed Radio Programmes De Mexico as a wire network. About 1½ hours daily is sold by wireline, along with 3½ hours of recordings (which they call deferred broadcasts, not electrical transcriptions). Part of this time is bought by the Rockfeller Committee for our news broadcasts in the interest of hemispheric solidarity. There are 62 affiliates of Radio Programmes. Of these 54 are used for the U. S. news broadcasts—two stations in each metropolitan district and four in Mexico City.

A few weeks ago, Mexico's President, Manuel Avila Comacho, named a Supreme Defense Council representing government and leaders of essential industries. Don Emilio was selected to represent radio, and sits with the Chief Executive and his cabinet on all vital matters concerning "the defense of our cause and the integrity of our nation".

The Horatio Alger formula doesn't fit Emilio Azcarraga, because he started with a $3,000 legacy, as did each of his four brothers. His father, Customs House chief at the port of Vera Cruz, had died in 1915 when Emilio was 20. And Emilio has built that into what is reputed to be one of the biggest fortunes in Mexico.

Emilio Azcarraga was born in Tampico March 2, 1895, of Basque stock on both sides. At 12 he was sent to school in the United States —first in San Antonio; later at St. Louis College and St. Edwards in Austin. A 6 foot, 185 lb. young giant at 16, he played tackle in football, center in basketball and first base in baseball all through school. He doesn't admit it, but the report is that his father pulled him out of college because he was playing semi-pro ball on the side.

In 1913, at 18, Emilio left college and worked in a shoe store in Vera Cruz—the trade selected by his father. He was graduated as a shoe clerk a year or so later and worked in his home town of Tampico. In 1915 he was retained by the A. W. Tedcastle Co., shoe jobbers of Boston, to travel the Mexican market. On his very first trip he collided with Pancho Villa's revolution. His train was held up and 247 of the Mexican troops in the front cars were killed. But that didn't deter him, for he continued as a traveling salesman.

In 1917 Emilio joined three of

(*Continued on page 40*)

Personal NOTES

CHARLES V. SEACORD, formerly with Johns-Manville Corp., New York, and until recently in the insurance business, has joined John H. Perry Associates, newspaper and radio representative, replacing Howard Gardner, now time buyer of Pedlar & Ryan, New York.

DONALD W. THORNBURGH, West Coast vice-president of CBS, has been appointed radio representative on the Los Angeles War Council, civilian advisory board directing all community wartime activities. Mr. Thornburgh is currently in New York attending a semi-annual CBS executives meeting.

CAPT. JOHN PAUL DICKSON, former Berlin correspondent of MBS, now attached to the public relations division of Marine Corps headquarters, Washington, was married recently to Miss Mary Ann Kullmer, of that city.

LESLIE T. HARRIS, formerly on the production staff of WQAM, Miami, joined CBS as assistant director Dec. 1.

ERNEST DE LA OSSA, personnel director of NBC New York, was in Hollywood during late November on a manpower survey of the network's western division.

J. J. CLARY, export advertising manager of Bristol-Myers Co., New York, has left his post with the radio division of the Coordinator of Inter-American Affairs to return to his Bristol-Myers position.

WILLIAM E. SHEA Jr., manager of the press department of KPO, San Francisco, recently became the father of a boy.

FRANK MURTHA, formerly of NBC, and with National Concerts & Artists Corp., New York, since the first of the year, has been placed in charge of personal appearances for talent booked by NCAC. it has been announced by Mr. Tuthill, vice-president in charge.

HENRY JAFFE, attorney for the American Federation of Radio Artists and American Guild of Musical Artists, is the father of a boy.

MURRAY ARNOLD, program director of WIP, Philadelphia, left on Dec. 5 to join the Army. Associated with Philadelphia radio since the early days of the industry, Mr. Arnold spent most of his career at WIP, starting as an announcer and serving in numerous executive capacities. He served for a time as program director of WFIL, Philadelphia. Ed Wallace, assistant program director and director of public relations, moves into Mr. Arnold's post and Sam Serota, production manager, takes over Mr. Wallace's post.

JOE ALLABOUGH, formerly program director of WJJD, Chicago, has joined the CBS Hollywood staff as production contact. He replaces Byron Palmer who enlisted in the Army Air Forces. Walter Snow, formerly sound effects engineer on the NBC *Bob Hope Show*, sponsored by Pepsodent Co. (toothpaste, powder), has also joined the CBS production contact staff. He succeeds Ted Wick who resigned to join Lord & Thomas, that city, as producer.

STERLING TRACY, producer of CBS Hollywood, has resigned to join the Special Services division of the Army. Cliff Howell takes over his duties on the weekly *United We Sing*, sponsored by Norris Stamping & Mfg. Co., on KNX, Hollywood. Bob Hafter replaces Tracy as producer of the weekly CBS *Soldiers With Wings*, government-endorsed program.

WALTER HACKETT, formerly in the radio section of the American Red Cross as well as writer and producer for network programs, has been appointed by the OWI to serve as radio information specialist for the New England regional office. One of Mr. Hackett's one-act radio plays, already printed in an anthology, is also being reprinted by the Treasury.

THOMAS F. JOYCE, vice-president and advertising director of RCA Mfg. Co., Camden, N. J., is scheduled to address the advertising and selling course of the Advertising Club of New York, Monday, Dec. 7, on the subject of "Selling Employes on Breaking Production Records."

JOHN M. GREENE of NBC's network sales department has been inducted into the Army.

JOHN R. OVERALL, MBS sales representative in New York, has been commissioned a lieutenant in the Navy and left the network last week to report for active duty.

WILLIAM CHAIKIN, graduate of Ohio State U. has joined the merchandising and promotion department of WHK-WCLE, Cleveland.

BEHIND the MIKE

WILLIAM M. MILLER, in charge of magazines and feature syndicates in the NBC press department, on Dec. 15 resigns from the network to accept position with the OWI. After several months training he will be sent overseas with one of the OWI outpost divisions. Successor has been selected, and will be announced after Mr. Miller's departure.

CHARLES ATCHISON, former sports and news announcer of WDEF, Chattanooga, John French, former news and special events announcer of WKMO, Kokomo, Ind. and Lewis Aiken, formerly of KMOX, St. Louis and WLW and WCPO, Cincinnati, have joined the announcing staff of WSGN, Birmingham. Larry Yester has been switched from announcing to traffic.

JOSEPH E. (Dinty) DOYLE, publicity director of WABC, New York, has been in the Park East Hospital, recuperating from an operation. He is expected to return to his post shortly.

RICHARD J. PUFF, chief statistician in the Mutual sales promotion department, has been granted a year's leave of absence because of illness.

FRED WOOD, formerly of WIP, Philadelphia, and WJNO, West Palm Beach, has been commissioned lieutenant (j.g.) in the Navy and is stationed at Naval Air Station, Corpus Christi, Tex.

VIRGINIA MARIE COOKE has been re-signed to write the weekly half-hour *Curtain America*, sponsored by the Western Conference of Teamsters on 38 West Coast Mutual-Don Lee stations, Thurs., 6:30-7 p.m. (PWT). Felix Mills is musical director with Edward Robinson producer. Clarence B. Juneau Adv. Agencies, Los Angeles, has the account.

ELAINE BUTZ, in the production department of KHJ, Hollywood, was married to Ralph Spurrier, aircraft worker, on Nov. 28.

EDWARD J. CONTURE, program director of WDLP, Panama City, Fla., has been appointed War Program Manager, for liaison with the OWI.

VERNE SMITH, formerly freelance actor-announcer of Chicago, has been signed to share the announcing assignment with Gayne Whitman on the weekly CBS *Bob Burns Show*, sponsored by Lever Bros. (Lifebuoy).

HELEN MURDOCK, formerly of the Schick Razor Co., has been appointed chief accountant of WSRR, Stamford, Conn., replacing Emma Benevelli, who has joined Pitney-Bowes. Richard Baseheart, formerly with Hedgerow Theater, Moylan, Pa., has joined the announcing staff of WSRR.

EARL HOTALING, chief announcer of WBTM, Danville, Va., has been inducted into the Army.

KATHERINE GRASTY has been appointed traffic director of the tri-city stations of Virginia, WLVA, Lynchburg, WBTM, Danville, and WSLS, Roanoke.

WARREN M. LEWIS, Hollywood writer of the weekly quarter-hour program, *Newsmaker*, sponsored by Packard Bell Co. (radios), on 5 NBC Pacific stations, has joined the Army Air Forces and is stationed at West Coast Air Forces Training Center, Santa Ana, Cal.

LEON (Bill) DORAIS, of CBS Hollywood publicity staff, has been placed in charge of trade news. Joyce Moss, formerly in public relations work, Honolulu, and new to the staff, has taken over Dorais' former duties.

WILEY ROBBINS, announcer of KIEV, Glendale, Cal., known professionally as Bill Wiley, has joined the Army Signal Corps.

FREDDIE RICH replaces Leith Stevens as musical director on the weekly NBC *Abbott & Costello Show*, sponsored by R. J. Reynolds Tobacco Co. (Camels). Gordon Jenkins assumed similar duties on the weekly CBS *Mayor of the Town*, sponsored by Lever Bros. (Rinso), when Stevens resigned to join radio division of the OWI.

PERCY MADDUX has resigned as staff announcer of WLLH, Lowell, Mass.

JANE LEE, publicist, writer and home economics authority, has joined KPO, San Francisco, and is conducting *Woman's Magazine of the Air* six mornings weekly, co-sponsored by Pan-American Coffee Bureau, Pure Foods Products, Berkshire Knitting Mills and others.

TRUMAN THOMPSON, formerly announcer of WCLO, Janesville, Wis., has joined the staff of KFRC, San Francisco.

JACK LACY, chief announcer of WNBC, Hartford, has been inducted into the Army. Leo Keegan, sales staff member, also has entered the service.

TOM McGOWAN has joined the announcing staff of KJBS, San Francisco, while on a six months leave from a Navy pre-flight training school, recuperating from a broken wrist.

BOB GOERNER, announcer, formerly with various San Francisco area stations, has joined KQW, San Jose.

MARY JO TATE, staff announcer of WMPS, Memphis, was married Nov. 26 to Sgt. Joseph G. Mulherin, of the Army. Mrs. Mulherin will continue her duties with WMPS.

JANE ROWLEY, newest staff member of WOAI, San Antonio, has been assigned to *Woman's Page of the Air*, and other programs of feminine interest. She was a student of radio at U of Iowa.

ROBERT DILLER, formerly of WMRO, Aurora, Ill., has succeeded Riley Jackson as program manager of WIND, Gary, Ind. Mr. Jackson is now on the production staff of Wade Adv. Agency, Chicago.

JOHN RICHBERG, announcer of WLAC, Nashville, is father of a girl born Nov. 21.

ETHEL MELOY, program department of WJSV, Washington, recently was married to Lt. Leland J. Casey, of the Army. Harriett Miller, formerly of WINX, Washington, and KSTP, Minneapolis, has joined the production staff of WJSV.

Meet the LADIES

JANE WINDOM

A NEWCOMER to radio, Jane Windom, has had a varied background in journalism which holds her in good stead in preparing her daily *Woman's Page of the Air* program on WSVA, Harrisonburg, Va. Miss Windom began as a State attache in the Court of States at the Century of Progress Exposition of 1933-34. She edited a tourist magazine for two seasons in New England, did newspaper sales-promotion work in Florida, Georgia, Maryland, Pennsylvania and West Virginia, and was for five years editor of a country newspaper.

BETTY HUESTON of the production department of CHML, Hamilton, Ont., is now writing and announcing a new women's show on CHML. New appointments are: Stu Kenney, announcer, as program director; Norm Marshall, sportscaster, to director of special events department; Harold Stubbs as chief announcer.

KATHERINE TIFT-JONES, active for many years on New York stations, has joined the talent staff of WGN, Chicago. She will be featured in a quarter-hour program, *Miss Katherine and Calliope*.

CARROLL GRAHAM, formerly a Hollywood writer and now in the Army, currently is stationed at Camp Blanding, Fla.

ANN TRIPPE, formerly of KSO, Des Moines, has been named continuity editor of WSBA, York, Pa. Another addition to the staff is Helen Eagle, new to radio, as music librarian.

PHIL COOK, early morning entertainer of WINS, New York, is writing jingles for the Treasury Department's transcribed bond discs.

LOUIS CHAPIN Jr., formerly of WHDH and WRUL, Boston, has joined the announcing staff of WTAG, Worcester.

IRWIN BUCKSTAN, of the guest relations staff of KHJ, Hollywood, has resigned to enroll in the Signal Corps Radio School at Camp San Luis Obispo, Cal.

COLIN HAAGENSON, graduate of the Beck School for Radio, Minneapolis, has joined KHAS, Hastings, Neb., as an announcer.

JOE McCAULEY has taken a six-month leave of absence as announcer of *Dawn Patrol*, all-night program on WIP, Philadelphia. He has been replaced by Tom Livezey, formerly of WCAU.

We're Going to Market...

Tobacco markets open in this area Dec. 7th with prices the highest in many years. Live stock prices are also higher than ever. With these high prices on our two main products, and with more defense money being spent in this territory, our neighbors will have plenty of ready cash for your products. Investigate this market today.

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT
96 Red Network commercials wkly.

BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings – South East Rep
WESTERN N. CAROLINA-SOUTHWEST VIRGINIA-EAST TENNESSEE

DID YOU KNOW....?

WTOC stands for "We Thank Our Clients" for making this our greatest year for CBS and National business. There must be a reason. Write for folder—It tells all about our money market.

WTOC
Savannah, Georgia
CBS - UP News - 5,000 Watts

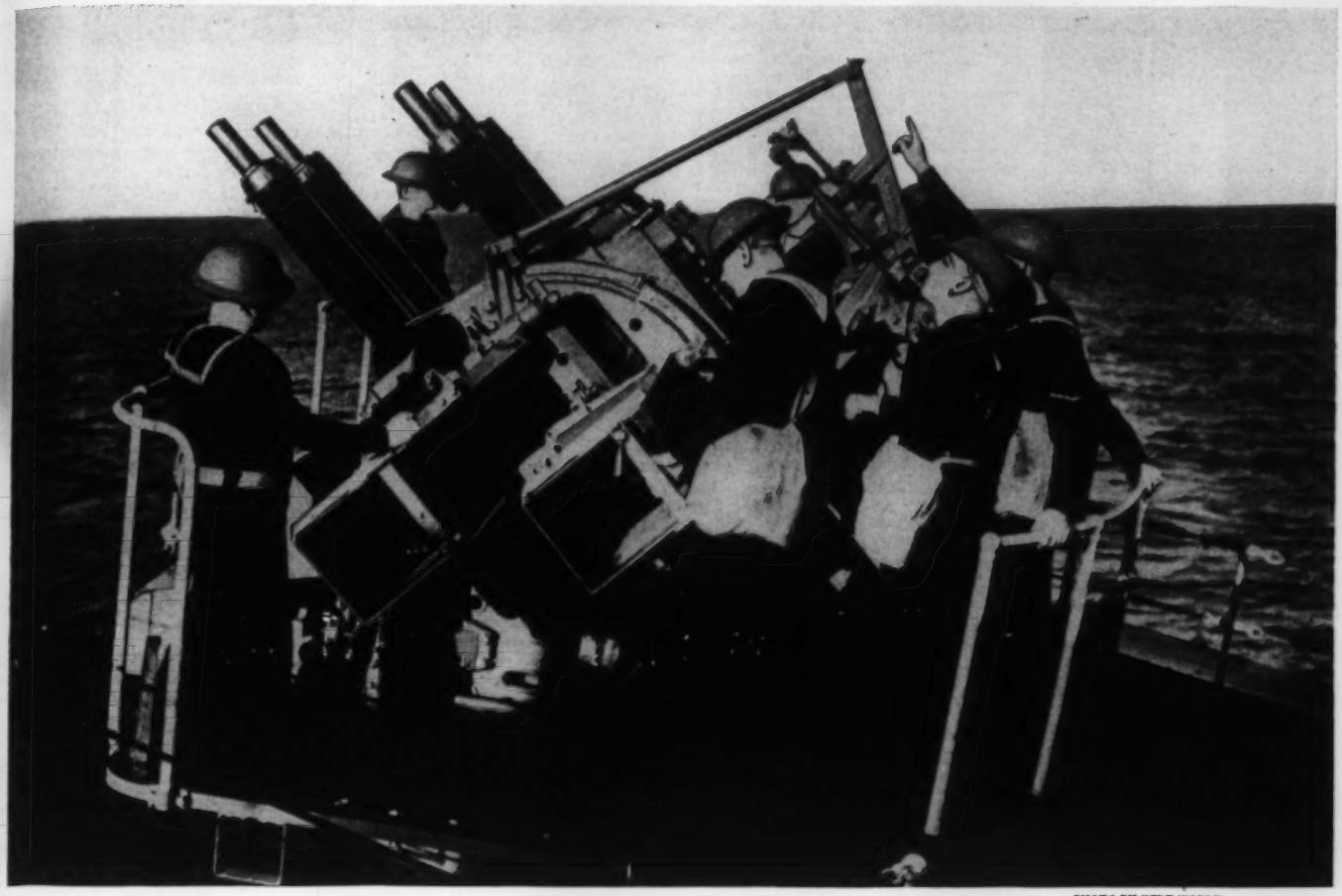


PHOTO BY WIDE WORLD

ON TARGET!

IT CAN BE DONE IN BALTIMORE RADIO, TOO

The ack-ack boys know it isn't just a case of fill the air with fire power. You've got to get on the target. And you've got to hit with concentrated fire.

The smarter users of spot radio have learned the same thing. Take Baltimore. How do you cover the now 6th largest city in the U.S.A.?

More and more the advertisers who look to reduce their sales costs are using WFBR for *3 big reasons:*

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic . . . it's just good engineering.
2. There is no waste with WFBR. WFBR does not use a hopped-up signal to cover the surrounding states in which you may or may not have sales . . . or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.
3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

Owned and Operated by

LAMAR
LIFE INSURANCE
COMPANY

JACKSON MISSISSIPPI

Columbia's Station for the

SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

GARY MUELLER, continuity writer, and John McCormick, announcer, of WBBM, Chicago, recently became fathers of girls, and Rolf Warner, merchandising manager, made it a triple for the station in one week, as the father of a boy.

MARTY GLICKMAN, sports director of WHN, New York, has been scheduled by the OWI for a regular series of Saturday shortwave programs of sports news and features for members of the armed forces overseas.

ROBERT M. PEEBLES, former announcer of WCAE, Pittsburgh, has joined the staff of WKNE, Keene, N. H., as program director.

ALUN JENKINS, formerly announcer of WHK-WCLE, Cleveland, now a yeoman in the Navy, married Jeannette Owen at Washington Nov. 27.

EDWIN LILJA, announcer of WHEB, Portsmouth, N. H., has joined the Army.

TOM CAFFERTY, formerly chief announcer of KDYL, Salt Lake City, has joined the announcing staff of WGN, Chicago.

ED DINSMORE, former announcer of WORL, Boston, has joined the Army Signal Corps and leaves Dec. 26 for officers' training.

LUTHER EVANS, formerly of guest relations department, NBC Hollywood, has joined the Army.

AUBREY ISON, former announcer of NBC Hollywood, and now in the Army Air Forces, has been promoted to second lieutenant. He is stationed at Baltimore.

PAUL GRANNIS, maintenance department of NBC Hollywood, has joined the Coast Guard.

KEN NILES, announcer on the weekly NBC *Abbott & Costello Show*, sponsored by R. J. Reynolds Tobacco Co. (Camels), has been signed as narrator on the trailer for the 20th-Century Fox film, "My Friend Flicka".

TOM McKNIGHT, for two years Hollywood producer of the weekly CBS *Blondie*, sponsored by R. J. Reynolds Tobacco Co. (Camels), has joined the Special Services division of the Army as captain. Don Bernard, New York freelance director, has taken over program production for William Esty & Co., the agency.

BOB BOVARD, formerly of KSFO, San Francisco, has joined KROW, Oakland, as music editor and announcer.

REED WILSON, announcer of WWNC, Asheville, has joined the Army as staff sergeant, and is assigned as chief of radio section, Public Relations, Army Air Base, Maxton, N. C.

KEL FOX, new to radio, has joined the news staff of KOY, Phoenix, as writer.

DOROTHY STORY, receptionist of WDLP, Panama City, Fla., has been transferred to program department, where she will serve as engineer-announcer. Billy Crable, new to radio, has also been added as an engineer-announcer.

DOROTHY FEY, formerly of Macbain, Carlson & Associates, Chicago publicity and public relations firm, has joined Atlantic Coast Network as assistant to Ted Steele, ACN director of programs. Miss Fey will handle program publicity.

Radio Gossip for Army

DON WILSON, Hollywood announcer of the NBC *Jack Benny Show*, sponsored by General Foods Corp., (Grape Nuts Flakes), has been commissioned by the OWI to make a series of five weekly quarter-hour records for Army camps. Titled *Main Street, U.S.A.*, the series features gossipy news about radio and motion picture personalities.

Willson in Army

MEREDITH WILLSON, for six years Hollywood musical director of the weekly NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., has resigned that post to join the Army Special Services division with commission of captain. He is currently stationed in Los Angeles. Carmen Dragon, for several years Willson's assistant and arranger, has temporarily taken over the musical directorship of the program. Benton & Bowles, agency serving the account and producing the show, has not decided whether to replace Willson with a director who can double in character roles or continue with Dragon as straight musical director.

NCAC Staff Revisions

ED BROWNE of the publicity staff of National Concert & Artists Corp., New York, has been named director of publicity of the popular division, in a reallocation of the company's promotion and publicity personnel. His assistant is Peggie Kingston, formerly of the special attractions department of NCAC. Dick Leach heads publicity for the concert division, assisted by Shirley Metz, and Philip Kerby continues as director of advertising and publicity for NCAC, handling institutional advertising and promotion etc.

Food Victims Recover

J. M. (Bill) BAILEY, news editor of the radio branch, Bureau of Public Relations, War Dept., and Mrs. Madie L. Cardwell, stenographer of that office, were victims of attacks of food poisoning suffered Dec. 1 when a large number of people were infected by food served in the War Dept. Pentagon building cafeteria. Both are now fully recovered.

PHIL BAKER, m.c. of the weekly CBS *Take It or Leave It* program, sponsored by Eversharp, has been signed to a film contract by 20th-Century Fox. His first assignment is in "The Girls He Left Behind Him", starring Carmen Miranda and Betty Grable. Eddie O'Shea, New York radio actor, has been signed to a seven year film contract by MGM, and will play the male lead opposite Barbara Stanwyck, in "G-String Murder".

CBS Publicity Post Is Given Crandall

GEORGE CRANDALL, acting director of publicity for CBS since Sept. 1, has been made director of publicity for the network, effective immediately, it was announced last week by Frank Stanton, CBS vice-president.

Mr. Crandall

Entering radio as manager of WIBX, Utica, Mr. Crandall had previously been on the staff of two Utica newspapers and had taught music theory at the Utica Conservatory of Music. He joined CBS four years ago, and in 1940 was made assistant publicity director for CBS under Louis Ruppel, then publicity director.

Knows the Nation

His duties were outside the actual department as contact man, requiring constant travel around the country to visit more than 100 of the CBS affiliate stations. He also visited newspapers and magazines all over the country and became well-known among newsmen from coast to coast.

In announcing Mr. Crandall's appointment, Mr. Stanton stated that he "is exceptionally well equipped for his new responsibilities because of his intimate knowledge of radio station operation and his frequent contacts with radio editors" in cities where CBS stations are located.

Mr. Crandall also accompanied Edward R. Murrow, CBS London representative, when he toured this country early this year. In July when Hal Rorke resigned as assistant publicity director inside the CBS organization, Mr. Crandall took over his duties, later becoming acting publicity director.

KENT COOPER, general manager of Associated Press, is the author of a book on news agencies, to be published Dec. 8 by Farrar & Rinehart, New York, under the title *Barriers Down*.

In the CONTROL ROOM

CHARLIE MATHEWS, control operator of WLAC, Nashville, has been promoted to maintenance engineer and will be stationed at the new 50,000-watt transmitter. Jim Connolly, formerly of WLAY, Muscle Shoals, has joined WLAC as control operator, replacing Larry Roser, now in Florida.

GEORGE HOOPER of the engineering staff of WIBG, Philadelphia, recently became the father of boy and girl twins.

WAYNE M. JOHNSON, formerly technician of KLX, Oakland, has joined KYA, San Francisco, in a similar capacity. He replaces Carl Christiansen, who joined the Army Signal Corps.

JIM ROSS, formerly technician of KOY, Phoenix, Ariz., has joined the Army. Edgar Poole, formerly of KFEL, Denver, has taken over Ross' duties.

M. HAMILTON COLLINS, formerly in recording department of KHJ, Hollywood, has joined KFWB, that city, as technician.

JOSEPH J. SMIDL, technician-announcer of KWJJ, Portland, Ore., recently married Violette A. Taschewan, of the Portland Branch, Pacific T & T Co. The complete ceremony was transcribed.

DONALD J. WILSON has joined the NBC central division staff as an apprentice engineer.

JESSE BROWN, of Toronto, has joined CKWS, Kingston, Ont., as transmitter engineer.

JOHN QUINN, formerly technician of KJBS, San Francisco, has joined shortwave station KGEI, that city. He replaces James Brown, resigned. Thompson Magowan and Erwin Dodd, have joined KJBS.

ALLEN McLANE, formerly technician of KSRO, Santa Rosa, Cal., has joined KRE, Berkeley, in a similar capacity.

GEORGE EVANS, formerly technician of KJBS, San Francisco, has joined the Navy as warrant officer. Eddie Tabor, same station, has joined KQW, that city, as announcer.

GORDON FRANCE, formerly technician of KGDM, Stockton, Cal., has joined KLS, Oakland, in a similar capacity.

GEORGE MATHIESON, formerly technician of KQW, San Francisco, has joined the Navy.

LYLES BYNUM, formerly of the engineering staff of WLVA, Lynchburg, is now a sergeant in the Army Signal Corps, and Maynard M. Duvall, also engineering, is awaiting orders for active duty in the same Corps. Another former engineer, B. Booker Jones, is now in the Marine Corps.

"Buy as many radio homes as the whole state of Mississippi."

WHBF The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS

MUTUAL NETWORK · 1270 KC

New KVGB Setup

UNDER provisions of an application filed with FCC Dec. 1, the license of KVGB, Great Bend, Kan., would be voluntarily assigned from Helen Townsley, local businesswoman, to KVGB Inc., for $1 "and other considerations". Organization of the corporation acquiring the station is given as follows: R. C. Russell, president, who will acquire 300 shares; Clem Morgan, vice-president, 50 shares; M. F. Russell, treasurer, 300 shares; Melvina Morgan, secretary, no shares. Mrs. Townsley, the licensee, who is at present on a prolonged visit to South America, will receive 100 shares in KVGB Inc. Mr. Morgan has been general manager of the station since it was purchased by Mrs. Townsley in January, 1939, and will continue in that capacity. Attorney is R. C. Russell, president of KVGB Inc.

Joint Renewal Hearing In New Orleans Dec. 9

A CONSOLIDATED hearing involving renewal of licenses of WDSU, New Orleans; WMIS, Natchez, Miss., and WGRM, Greenwood, Miss., has been scheduled by the FCC in New Orleans Dec. 9 before Commissioner George H. Payne.

The issues, it is understood, embrace largely questions of adherence to FCC technical regulations and to ownership of the two Mississippi stations by P. K. Ewing, vice-president and general manager of WDSU. Joseph H. Uhalt is the owner of the New Orleans station, a regional and the BLUE outlet. The Mississippi stations are locals.

Annual Bar Meeting

SPEAKER at the annual dinner of the Federal Communications Bar Assn. to be held at 7:00 p.m. Dec. 12 in the Mayflower Hotel, Washington, will be Commissioner T. A. M. Craven, whose subject will be "International Broadcasts in Time of War". The business session convenes in the North room at 10 a.m.

BILL STERN, NBC sports director, will take part in a Broadway play, "The Sun Field", scheduled to open Dec. 9, doing a mock sports broadcast via recording.

WINX 1340 KC

1ST in Washington

IN AFTERNOON SPORTS

15.7% of the listening audience.

NEWS on the hour . . . MUSIC . . . Latest Sports Flashes. Featuring Tony Wakeman.

You can still get all replacement parts for your Presto Recorders and Transcription Tables

There is no need to cut down on necessary recording at your station nor to let your recording equipment deteriorate for lack of proper maintenance. All vital replacement parts such as idler wheels, turntable tires, bearings and miscellaneous small parts are on hand for immediate delivery. Cutting heads and pickups are being reconditioned promptly. An A-3 preference rating is sufficient to obtain any parts or factory service. There is no shortage of discs. Your local radio distributor can deliver discs and needles immediately from his stock without requiring a preference rating on your order. But remember, these conditions may not last indefinitely. Wartime demands may at any time prevent our offering this service to Presto owners. We suggest that you recondition your turntable equipment without delay and carry a full stock of discs and needles at your station. Order through Graybar Electric Company or your local radio parts distributor.

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0190 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4316 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Pennsy. 0542 • ROCHESTER, Cul. 3548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

WDRC
CONNECTICUT'S PIONEER BROADCASTER
3 Facts for '43
1. Hartford's increase in Retail Sales for January '43 will be 26.5%.*
2. Connecticut continues to lead the 48 states in Effective Buying Income per family.*
3. There has been no increase in WDRC's rate.
* Figures from Sales Management.
CBS

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

The CLEVELAND ORCHESTRA
Broadcasts
A NEW SERIES OF WORLD-WIDE RADIO CONCERTS
SATURDAYS 5 TO 6 P.M. E.W.T.
Over the Columbia Broadcasting System and Short-Wave Around the World
Sponsored by Radio Station W-G-A-R Cleveland

BALTIMORE'S BLUE NETWORK OUTLET
WCBM
John Elmer, President
George H. Bowder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

Purely PROGRAMS

AUTHORS subject themselves to a barrage of criticism from readers and reviewers in a weekly program on WHN, New York, under the title *Author Meets the Critics.* Every other broadcast consists of transcriptions of a literary forum aired on WGY, Schenectady, while alternate weeks are given over to a live show patterned after the WGY series, known as *Speaking of Books,* and conducted by Granville Hicks, author and critic. The live version originating in New York, is headed by Lewis Gannett, book editor of the *New York Herald-Tribune.*

First author to be literally bound and gagged at WHN while the critics had their way was W. L. White, writer of *They Were Expendable.* Author is allowed a rebuttal.

Added feature is a contest in which listeners are invited to send letters telling whether or not and why they would read the book after hearing the program. Prize is a subscription to the Book-Of-The-Month Club.

* * *

Novel Cookery

OUT-OF-THE-RUN facts about cooking are revealed by *The Mystery Chef* in a five weekly series on BLUE. Special emphasis is placed on food shortages.

How To Write Letters

HOMETOWN NEWS prepared especially for servicemen is provided in a five-minute Sunday series on WCAU, Philadelphia, titled *Postscript.* To encourage people to write men in the armed forces, a "home town news service" containing items of interest to soldiers that might be overlooked by the average letter-writer, is offered listeners who may write in for copies of the broadcast to send with their own letters. Conducted by Norman Jay and sponsored by the Yellow Cab Co., the series was placed through Aaron & Brown Agency, Philadelphia.

* * *

Ten-Pin Topics

TIEING in with the Oakland (Cal.) *Post-Enquirer,* KROW, that city, currently is conducting a bowling tournament for shipyard workers in that area. Tourney committee, composed of public relation officials of the various shipbuilding firms, is under direction of Lloyd Maddock, *Post-Enquirer* sports writer and commentator on KROW. Participants are interviewed during the weekly *Ten-Pin Topics* on that station.

* * *

Favorite Recordings

RECORDED MUSIC program with a twist is *On the Record,* weekly evening series on WHN, New York. Conducted by Irving Kolodin, music editor of the *New York Sun,* the program brings name guests—musical celebrities, and music-lovers from diverse fields— who present their favorite recordings, and give the reasons for their preferences. First guest was Oscar Levant, pianist.

* * *

For Swing Shifts

CAR RADIOS of the swing-shift workers of Duncan Field, on the long drive into town from San Antonio Air Depot, pick up a summary of the afternoon and early evening news on a KMAC, San Antonio, program, which is the brain child of Staff Sgt. "Will Douglas" Dougherty. Featured are interviews with field personalities, request tunes and latest sports flashes.

* * *

Toasting the Past

IMPORTANT happenings on corresponding dates in the past are featured on a new KSD, St. Louis, program *A Toast to Melody,* presented twice weekly by Italian Swiss Colony Wines, Asti, Cal. Announcer Joe Evans gives the historical data, while the musical portion includes recordings by popular orchestras.

* * *

New York's Boy Heroes

NEWS of New York City's boys in training in Army camps throughout the United States is broadcast on WLIB, Brooklyn, six times weekly. Feature of each broadcast is a tribute to an outstanding accomplishment of a local boy, either at camp or at the front.

Toward Victory

TO SHOW how thousands h... geared their talents to the war ... fort, and to offer specific infor... tion on how others may follow ... the BLUE has inaugurated ... weekly series, *What's Your W... Job,* in cooperation with the O... assisted by the U. S. Employ... Service and the War Manpo... Commission. With Milo Boulton ... m.c., and interspersed with li... orchestra music, the program w... present real-life dramatizati... showing how many have adap... themselves to new wartime j... Questions from listeners regard... available war work are answere...

* * *

Accidents Dramatized

ACCIDENT preventive measur... are stressed in a series of progra... to be aired on Philadelphia stati... by the *Philadelphia Record,* to c... attention to the accident insura... policy it offers to readers. Prepar... by Enid Hager, radio promotion d... rector of the newspaper from ma... terial obtained through its c... desk, the programs will featu... dramatizations of the day's acc... dents and will run on stations ha... ing a space-for-time swap arrang... ment with the newspaper.

* * *

Smokes for Canadian Forces

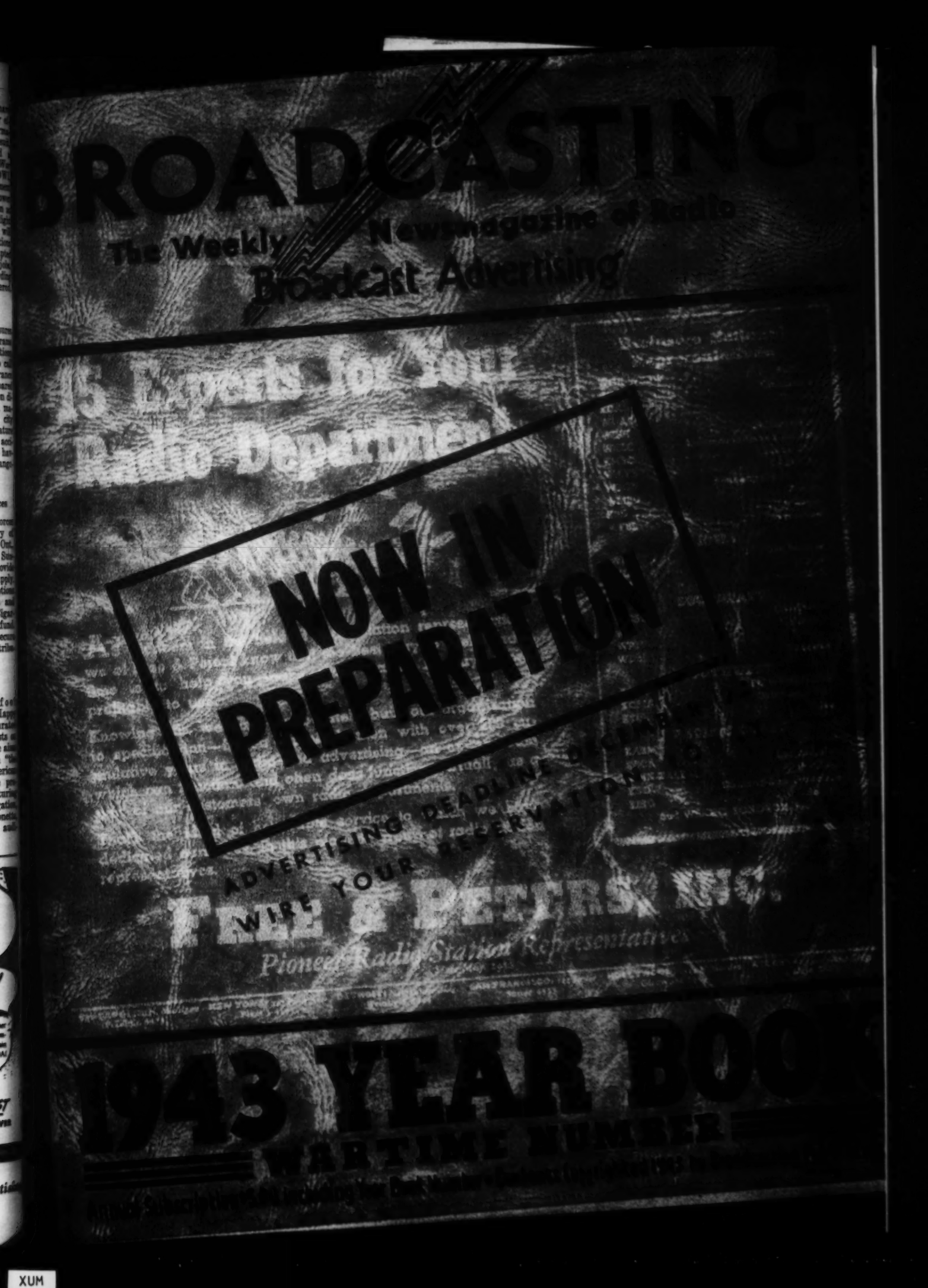
CANADIAN OVERSEAS forc... are still enjoying the luxury ... smokes and CHML, Hamilton, Ont., has undertaken a series of Su... day night broadcasts to provi... them with an unfailing supply. Program features flash descriptio... and scores of hockey games an... requests donations to the "Cigar... ettes for the Armed Forces" fund. Prizes of articles difficult to secu... in wartime are offered to contribu... tors.

* * *

Spirit of Harlem

ELDER SOLOMON Lightfo... Michaux, known as the "Hap... Am I" preacher, has inaugurat... a series of Sunday broadcasts o... WHN, New York, in which he a... to acquaint New York with "th... true spirit of the colored Americ... who lives in Harlem." The pr... gram is semi-religious, featuri... singing by choir and congregation ... and concluding with a sermoni... originating from a Harlem aud... torium.

Here's the story in a nutshell...
KOA
is Colorado's ONLY 50,000 watt-er!
With 10 times the power of any other Colorado station, KOA offers complete coverage of the Rocky Mountain region. More listeners cost less on KOA!
KOA
50,000 WATTS
FIRST IN DENVER
Represented nationally by NBC Spot Sales


BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
NOW IN PREPARATION
ADVERTISING DEADLINE
WIRE YOUR RESERVATION
Pioneer Radio Station Representatives
1943 YEAR BOO
WARTIME NUMBER

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

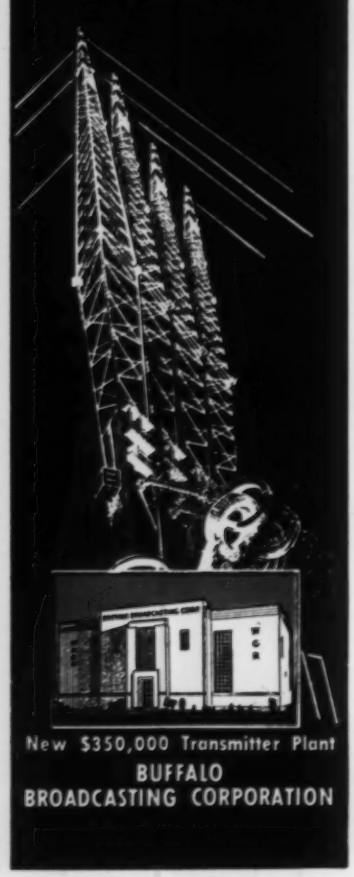
Buffalo's only

50,000

WATT STATION

Blanketing 11 Eastern Seaboard States
227,000 Square Miles
Over 12,000,000 people

BASIC COLUMBIA
1520 K. C.



New $350,000 Transmitter Plant
BUFFALO
BROADCASTING CORPORATION

Emilio Ascarraga

(*Continued from page 33*)

his brothers in the then booming automotive field and became a Ford dealer. By 1920 they had seven dealerships throughout Mexico. Emilio managed four—in Monterrey, San Luis Potosi, Saltillo and Leon.

The Victor Talking Machine Co. offered the fast-moving brothers the distributorship for North Mexico in 1921. They soon had the entire country for Victor, continuing also for Ford. The Victor business outgrew the automotive, which proved the entering wedge for Emilio's interest in radio, though he didn't know it at the time. Emilio wanted to build a market for RCA-Victor receivers (after the merger of the two companies). He found himself pioneering in broadcasting.

In 1926 Emilio moved to Mexico City and began devoting all his time to Victor. One brother, Rogerio, remained his partner, and the others took the automotive business. Another brother, Raoul, had started station CYL in 1922, but had given it up three years later. In 1929 Emilio established XEW, with a half-dozen stations of nondescript character already in the city. To sell sets, he found people wanted to hear programs from Mexico City. The combination proved a prompt success, just as it did when RCA formed NBC in 1926.

It was a job from the ground up, for talent was not abundant. So Emilio found himself in the talent business, too. In 1931, when the crash hit Mexico, his brother Rogerio took over the Victor distributorship, which he still holds. Raoul is still in the automotive field, while Gaston is the head of the Chrysler assembling plant for all its products in Mexico. Luis, the fourth brother, is associated with Emilio in all his ventures.

Emilio does everything on a grandiose scale. When he built the Alemada Theatre (3,300 seats) in 1935, he stinted on nothing. It's said to be the best in Latin America. His Bucareli Theatre (2,200 seats) also stands out.

In 1933 XEW had 50,000 watts, equal to the power of any regularly licensed station in the United States. Four years later it had 100,000 watts. Amplifiers have been added capable of 250,000 watts output. James Weldon, chief engineer of the Office of War Information, in charge of the shortwave construction program, built the superpower unit.

XEW has a staff of 175, including 42 technicians. XEQ, established four years ago, has 80 employes. Some 300 exclusive artists are contracted to the Azcarraga organization, including the bulk of the top music authors of the Republic.

Along with Southern Music Co., Don Emilio owns PHAM, the music publishing firm which was so instrumental in winning early success for BMI in the ASCAP-copyright fight. It was PHAM (which Emilio calls a purely philanthropic institution) that contributed some 18,000 numbers to the BMI repertoire, including such outstanding hits as "Perfidia", "Frenesi" and "Maria Elena".

Don Emilio organized the Mexican Assn. of Broadcasters in 1933, and twice has served as its president. A convention is held in Mexico City once a year. The organization collaborates with the government in the regulation and administration of radio. Not only engineers, but announcers must pass rigid examinations to become eligible for station assignments.

Radio "circulation" in Mexico is recognized as five times that of the combined circulation of its newspapers, according to Don Emilio. Most Mexicans, he says, have learned to "read through their ears".

Don Emilio's hobbies are almost boundless. He devotes all possible time to his family. Mrs. Azcarraga, a famed and beautiful hostess, is the former Laura Milmo, born in San Antonio. Her mother was American. They have three children, Laura, 16, Carmen, 14 and Emilio, Jr., 12. The girls attend Villa Duchesne, Clayton, Mo. Their home in Mexico City, built four years ago, is one of the showplaces. All of the furnishings were made in Paris. Part of the winter is spent in Acapulco, Pacific beach resort where Don Emilio owns the Papagayo, a 250-room resort hotel. He predicts Acapulco will become the Riviera of the New World.

A walk down a Mexican thoroughfare with Don Emilio reveals his humanitarian side. A bright-eyed newsboy, with noticeable limp, greets him. An inquiry from an associate brings the story that the lad had been club-footed, and that Don Emilio had paid for the corrective operation. He's done it in dozens of other cases, but you'd never learn it from him.

It's easy to get Emilio to play bridge or poker. He keeps abreast of all American sports, plus those native to Mexico. The bull fight is the thing to Emilio, however, and he never misses them on Sundays. He displays more admiration for a good bull than he does for the matador.

"That's a damn fine bull," he comments. With the next charge (if the bull does what bulls should) he let's loose in faultless Brooklynese: "That bull is terrific".

In all Mexico, they'll tell you Don Emilio is terrific in any language.

Combs in Movie

GEORGE HAMILTON COMBS Jr. news analyst of WHN, New York, is featured in a special trailer sponsored by the War Activities Committee of the motion picture industry. The film is to be distributed to movie houses throughout the country as part of the film War Bond drive, known as "Avenge Dec. 7th, On to Victory".

IT'S A WBIG JOB

THE MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP

3 Out of 4 Have It

Yes, more than 77% of all letters received by WIBC in October had the thing most advertisers want—PROOF OF PURCHASE.

To sell merchandise in metropolitan Indianapolis and all over rural Indiana put your message on WIBC, the only Indianapolis station that is programmed to reach both markets.

WIBC

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

FCC Freeze Hits WKPT and WGRC

Commission Explains Denial Of 1,000 Watts on 790 Kc.

CONSISTENT with its "freeze order" of April 27, the FCC last Monday announced proposed findings of facts and conclusions proposing to deny without prejudice the applications of WGRC, New Albany, Ind., and WKPT, Kingsport, Tenn., for assignment on 790 kc. with 1,000 watts. The action, the Commission said, was taken because the applications involved use of materials and personnel and therefore were in conflict with the freeze order.

WGRC sought to shift its frequency from 1400 to 790 kc. and increase its power from 250 watts to 1,000 watts, using a directional both day and night. WKPT sought an identical shift, with a power increase from 250 watts using a directional nighttime only.

WIBM Denied

The Commission also announced proposed findings of facts and conclusions proposing to deny without prejudice the application of Herman Radner, operator of WIBM, Jackson, Mich., for a new station in Dearborn to operate on 680 kc. with 250 watts daytime only. The action was based on conflict with the April 27 freeze order, in view of use of materials and personnel.

Supplemental finding of facts and conclusions on the application of Butler Broadcasting Corp. for a new station at Hamilton, O., also was issued, holding that granting of the application would not be consistent with the April 27 freeze order and that the proposed grant would not serve public interest. The Commission said it had considered all of the evidence in the case and found unnecessary the adoption of conclusions on issues other than those having to do with the freeze order.

The Commission announced adoption of an order making final its proposed findings of fact denying without prejudice the application of Louis G. Baltimore, owner of WBRE, Wilkes-Barre, for a construction permit for a satellite station at Scranton to operate with 100 watts simultaneously with the 250-watt WBRE.

HOME FOR A BREATHER, Larry LeSueur of the CBS foreign news staff (left), points out to Paul White, news chief for the network, the Russian battlefront whose activities he has been reporting for CBS for the past year. Making his last broadcast from Russia Oct. 21, LeSueur went to Cairo where he was heard several times while inspecting the Egyptian campaign. He arrived in New York Nov. 25 and made his first back-home broadcast Nov. 29 on the Sunday afternoon world news roundup on CBS at 2:30. He is to be succeeded at Moscow by William Downs, formerly with the UP London bureau.

Sargent Aids in Fire

LOU SARGENT, announcer of WEEI, Boston, was one of the rescuers to enlist his services at the time of the Cocoanut Grove nightclub fire in Boston a week ago, when he happened to pass the club en route to handle a dance pickup from Boston's Hotel Statler. Leaving his overcoat with the rescuers, Sargent went on to do his broadcast, but returned when it was over and assisted workers in carrying victims to ambulances.

ARMY SOS HANDLES OVERSEA PROGRAMS

TRANSFER of responsibility for the production of shortwave radio programs intended primarily for American troops overseas was announced by the War Dept. Nov. 28, with the Radio Section of the Special Service Division, Service of Supply, relieving the Bureau of Public Relations.

Change is in line with the War Dept. program toward development of a sharper line of delineation between the divisions. Special Service Division is concerned with morale of troops, while the Bureau of Public Relations is charged with bringing information to the public, the announcement explained.

Radio Branch of the Bureau of Public Relations will continue as liaison between stations, networks and advertisers and the War Dept. on matters involving Army broadcasts over domestic stations and networks. It will also clear programs originating at Army Posts. Shows appearing at camps, but not broadcast, will be handled by Special Service Division, as will commercial programs recorded for rebroadcast to troops overseas.

INTER-AMERICAN Radio Projects Inc., New York, made application Dec. 3 with the Dept. of State in Harrisburg, Pa., for a certificate of authority to open a branch office in Pennsylvania. The company, of which Eugene Gordon is president, is a radio program producing organization and is expected to open its branch in Philadelphia.

Buffalo's Most Powerful Transmitter Plant

GIVES

WGR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT

BASIC MUTUAL 550 K.C.

New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

DON'T

wait till the sun shines

The sun in the sky shines the same on the just and on the unjust. But the business manager who idly waits for the sunshine of prosperity to come out from behind the war clouds is very liable to find himself left in the shade of his growing competitors.

If you want to sell your product after the war, *keep* selling your name now. Give your old customers and your new prospects something they value—radio entertainment—to remember you by.

CFRB

TORONTO

860 KILOCYCLES

$678,024,000.00

Annual income of WIBW farm families — a market dominated by our six-state signal. Ready to sell for you.

WIBW The Voice of Kansas in TOPEKA

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJJD, Chicago

Walgreen Co., Chicago (drug chain), weekly *sp*, thru Schwimmer & Scott, Chicago.

U. S. Tobacco Co., New York (Model smoking tobacco), 12 *sa*, 13 weeks, thru Arthur Kudner Inc., N. Y.

Spiegel's Inc., Chicago (mail order), 6 *sp* weekly, 52 weeks, thru J. L. Stewart Agency, Chicago.

American Poultry Journal, Chicago, 6 *sp*, thru Shaffer Brennan, Margulis Adv. Co., St. Louis.

Paramount Hosiery Co., Lexington, N. C., 3 *sp* weekly, thru Shaffer Brennan, Margulis Adv. Co., St. Louis.

Block Drug Co., Jersey City (Gold Medal capsules), 3 *sp* weekly, 52 weeks, thru J. Walter Thompson & Co., N. Y.

Rev. Floyd Hitchock, Springfield, Mo. (religious), 1 *sp*, 26 weeks, direct.

CKWS, Kingston, Ont.

Hydro-Electric Power Commission of Ontario, Toronto, 55 *ta*, thru J. J. Gibbons Ltd., Montreal.

Maple Leaf Milling Co., Toronto (feed), 78 *t*, thru Cockfield, Brown & Co., Montreal.

Pierce Proprietaries, Buffalo, 132 *t*, thru F. H. Hayhurst Co., Toronto.

Nyal Drug Co., Ltd., Toronto (chain stores) 156 *ta*, thru A. McKim Ltd., Toronto.

Dominion Government, Ottawa (electric power conservation), 78 *sa*, thru E. W. Reynolds & Co., Toronto.

Murphy Paint Co., Toronto, 65 *ta*, thru Cockfield, Brown & Co., Montreal.

Canadian Bankers' Assn., Montreal, 182 *ta*, thru R. C. Smith & Son, Toronto.

WLIB, Brooklyn

Barney's Clothes, New York (men's clothing stores), 70 *ta* weekly, 13 weeks, thru Emil Mogul Co., N. Y.

Sachs Quality Furniture, New York, *t* and 42 *sa* weekly, 13 weeks, thru Neff-Rogow, N. Y.

WEAF, New York

Planters Peanut & Chocolate Co., Wilkes-Barre, Pa., 3 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

KECA, Los Angeles

Los Angeles Nut House, Los Angeles (peanut butter), weekly *t*, thru Western Adv., Los Angeles.

Goodyear Service Stores, Los Angeles (auto accessories), 6 weekly *t*, direct.

Los Angeles Railway Corp., Los Angeles (transportation), 26 *sa*, thru Smith & Bull Adv., Los Angeles.

B. C. Remedy Co., Durham, N. C. (headache powders), 3 weekly *t*, thru Harvey-Massengale Co.

Bateman-Eichler & Co., Los Angeles (stocks, bonds), 72 *sp*, thru Elwood J. Robinson Adv., Los Angeles.

Thrifty Drug Co., Los Angeles (chain stores), 5 weekly *sp*, thru Hillman-Shane-Breyer, Los Angeles.

Mission Packing Co., Los Angeles (fruit), 7 weekly *ta*, thru Allied Adv., Los Angeles.

Thomas Leeming Co., New York (Baume Bengue), 11 weekly *sa*, thru William Esty & Co., N. Y.

Broadway Department Stores Inc., Los Angeles, 3 weekly *sp*, 165 *sa*, thru Lee Ringer Adv., Los Angeles.

Washington State Apple Adv. Commission, Wenatchee, Wash. (apples), 6 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

Turco Products Inc., Los Angeles (cleaner), 3 weekly *t*, thru Warren P. Fehlman Adv., Huntington Park, Cal.

Superior Sea Food Co., Los Angeles, 3 weekly *sp*, thru Hillman-Shane Breyer, Los Angeles.

WLS, Chicago

Chicago Mail Order Co., Chicago, 3 *sp* weekly, 5 weeks, thru Buchanan & Co., Chicago.

General Stores, Chicago (pens), 3 *sp* weekly, thru United Adv. Companies, Chicago.

Sawyer Biscuit Co., Chicago, 5 *sp* weekly, 52 weeks, thru George H. Hartman Co., Chicago.

Lever Bros., Cambridge, Mass. (Rinso-Vimms), 12 *sa*, 2 weeks, thru Ruthrauff & Ryan, N. Y.

Bayer-Semesan Co., Wilmington, Del. (chemicals), 6 *sa* weekly, 4 weeks, thru Thompson-Koch Co., Cincinnati.

Skelly Oil Co., Chicago, 5 *sp* weekly, 52 weeks, thru Henri, Hurst & McDonald, Chicago.

KNX, Hollywood

Grove Labs., St. Louis (vitamins), 3 *sp* thru Russel M. Seeds Co., Chicago.

Johnson & Johnson, New Brunswick, N. J. (Band-aid), 21 *ta* weekly, thru Young & Rubicam, N. Y.

Columbia Recording Corp., Bridgeport, 6 *sp* weekly, thru Benton & Bowles, N. Y.

WTAG, Worcester, Mass.

Worcester Cooperative Federal Savings & Loan Assn., Worcester, weekly *sp*, 20 weeks, direct.

KQW, San Francisco

Procter & Gamble, Cincinnati (Duz), weekly *sp*, thru Compton Adv. Inc., New York.

Simon & Schuster, New York (tax book), 3 *sp* weekly, thru Northwest Radio Adv., Seattle.

Bell Brook Dairies, San Francisco, 4 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.

Parrott & Co., San Francisco (Simi wines), 3 *sa* weekly, thru Blum's Adv. Agency, San Francisco.

Acme Breweries, San Francisco, weekly *sa*, thru Brisacher, Davis & Staff, San Francisco.

Kilpatrick's Bakery, Oakland, Cal., 3 *sa* weekly, thru Emil Reinhardt Adv., Oakland.

Nehi Corp., San Francisco (Royal Crown cola), *sa* weekly, thru BBDO, San Francisco.

Shasta Water Co., San Francisco (sparkling water), weekly *ne*, thru Brisacher, Davis & Staff, San Francisco.

WINS, New York

I. J. Fox, New York (furs), 70 *sa* weekly, thru Louis Kashuk, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 30 *sa* weekly for 10 weeks, thru William Esty & Co., N. Y.

Simon Ackerman Clothes, New York (men's clothes), 15 *sa* weekly for 26 weeks, thru Ehrlich & Neuworth, N. Y.

Servus Clothes, New York (men's clothes), 7 *sa* weekly for 13 weeks, thru Klinger Adv. Corp., N. Y.

Hercules Welding School, New York, 4 *sa* weekly for 13 weeks, thru J. R. Kupsick Adv. Agency, N. Y.

KPAS, Pasadena

McMillan Petroleum Corp., Los Angeles 30 *sa* weekly, direct.

Caminol Oil Co., Norwalk, Cal. (Beacon gasoline), 15 *sa* weekly, direct.

Krieger Oil Co., Clearwater, Cal. (petroleum products), 30 *sa* weekly, direct.

Rosicrucian Fellowship, Santa Monica, Cal. (religious), 3 weekly *sp*, thru Dean L. Simmons, Los Angeles.

Los Angeles Railway Corp., Los Angeles (transportation), 5 weekly *sp*, thru Hammel & Hammel Adv., Los Angeles.

Belgium Information Service, New York, 13 *sa*, thru Frank-Guenther Law, N. Y.

WJZ, New York

American Chicle Co., New York, N. Y. (chewing gum), weekly *ta*, thru Badger & Browning & Hersey, N. Y.

Beecham's Pills Inc., Bloomfield, N. J., 5 *sa* weekly, thru Atherton & Currier, N. Y.

WFIL, Philadelphia

Willard Tablet Co., Chicago (Willard tablets), 5 *sa* weekly, thru First United Broadcasters, Chicago.

Pierce-Phelps, Inc., Philadelphia (inoculation), 6 *sa* weekly, 26 weeks, thru Adrian Bauer Adv. Agency, Philadelphia.

Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 4 *sa* weekly, 52 weeks, thru Erwin, Wasey & Co., N. Y.

George B. Evans Labs., Philadelphia (Eye lotion & drops), 6 *sa* weekly, thru John Falkner Arndt & Co., Philadelphia.

Hardwick & Magee Co., Philadelphia (floor coverings), 6 *sp* weekly, 52 weeks, thru Harry Feigenbaum Adv. Agency, Philadelphia.

Garrett & Co., Brooklyn (Virginia Dare wine), 100 *sa*, 1 year, thru Ruthrauff & Ryan, N. Y.

William H. Wise & Co., New York (*Modern Home Physician*), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.

Parkway Baking Co., Philadelphia, 5 *sa* weekly, thru J. M. Korn, Philadelphia.

Seeck & Kade, New York (Pertussin cough medicine), 3 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

Allcock Mfg. Co., Ossining, N. Y. (porous plaster), 3 *ta* weekly, thru Small & Seiffer, N. Y.

Breyer Ice Cream Co., Philadelphia, 7 *sa* weekly, thru McKee & Albright, Philadelphia.

Abbotts Dairies, Philadelphia (Jane Logan ice cream), 1 *sa* weekly, thru Richard A. Foley Adv. Agency, Philadelphia.

D'Arrigo Bros. Co., Boston (Andy Boy broccoli), 3 *sa* weekly, thru Chambers & Wiswell, Boston.

Dr. Locke Shoe Stores, Philadelphia, 1 *sa* weekly, thru Aaron & Brown, Philadelphia.

Land Title Bank & Trust Co., Philadelphia (banking service), 1 *sp* weekly, thru Stewart-Jordon, Philadelphia.

KTKN, Ketchikan, Alaska

Mentholatum Co., Wilmington, Del., daily *sa*, thru J. Walter Thompson Co., N. Y.

Gospel Broadcasting Assn., Pasadena (religious), 1 *sp* weekly, thru R. H. Alber Co., Los Angeles.

Seattle Rubber Stamp, Seattle, daily *sa*, thru Northwest Radio Adv. Co., Seattle.

Washington Cooperative Egg & Poultry Assn., Seattle, daily *sa*, direct.

Standard Oil Co. of Cal., San Francisco, weekly *sp*, direct.

Borden's Farm Products, New York, daily *sa*, thru Young & Rubicam, N. Y.

Pacific Natl. Bank of Seattle, Seattle, daily *sa*, direct.

Alaska Steamship Co., Seattle, daily *sa*, thru Beaumont & Hohman Inc., Seattle.

New England Fish Co., Seattle, daily *sa*, direct.

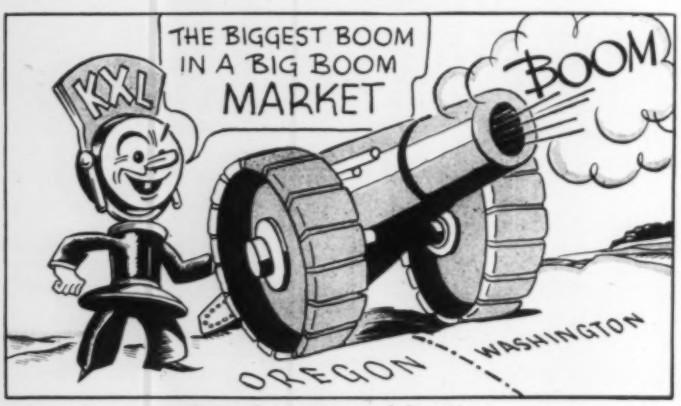
Simon & Schuster, New York (publishers), daily *sp*, 13 weeks, thru Northwest Radio Adv. Co., Seattle.

Garden City Pub. Co., New York (Blue Ribbon books), daily *sp*, thru Northwest Radio Adv. Co., Seattle.

CKGB, Timmins, Ont.

Dept. of Labor, Ottawa (Selective Service), 13 *ta* thru R. C. Smith & Son, Toronto.

W. K. Buckley Ltd., Toronto (proprietary), 100 *ta*, thru Walsh Adv. Co., Toronto.



Oregon's most powerful station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. Adv.

For the smoothest performance in Montana—the Z net.

New York-Chicago Reps.—The Walker Co. Adv.

Radio Advertisers

WARD BAKING Co., New York, has purchased the recorded serial, *Judy and Jane*, produced by Henry Souvaine Inc., New York, for the New York territory, and will launch the program on WOR, New York, Jan. 4, on a five-weekly basis, in the 12:45-1 p.m. spot. Ward may spread the program to other stations in the Eastern area at a later date. Agency is J. Walter Thompson Co., New York. The serial is sponsored on Midwestern stations by Folger Coffee Co., Kansas City, through Lord & Thomas, Chicago, and on West Coast outlets by Carter Products Corp., New York, for Carter's Little Liver Pills, through Ted Bates Inc., New York.

KIBBLETS Inc., Newark, (dog food) through its newly appointed agency, Al Paul Lefton Co., New York, has entered radio with participations on Adelaide Hawley's *Woman's Page of the Air*, on WABC, New York, starting Nov. 21, and participations in Imogene Wolcott's five-weekly program on the New England Regional Network, cooperatively sponsored by First National Stores. The latter schedule started Aug. 10. The Philadelphia, Baltimore and Washington area is being covered by newspaper ads.

MISSION PAK Co., Los Angeles (glace fruits), in an extensive pre-Christmas campaign, is using a heavy schedule of spot announcements and participations on stations in California. Allied Adv. Agencies, Los Angeles, has the account.

SACHS QUALITY Furniture Store, New York, has launched a thrice-weekly quarter-hour program on WMCA, New York, featuring Maxine Keith, bringing news of women's activities and interviews with well-known personalities and people with interesting stories to tell. Program title is *From Me to You*. In addition to sponsoring a Sunday variety show on WMCA, Sachs uses 60 announcements weekly on that station. Agency is Neff-Rogow Co., New York.

NELSON DOUGLAS Co., Los Angeles (investments), new to radio, on Dec. 1 started sponsoring a twice-weekly quarter-hour commentary, *Busy Money*, on two Don Lee California stations (KHJ KGB), Tuesday, Thursday, 9:15-9:30 p.m. (PWT). Contract is for 52 weeks. Barton A. Stebbins Adv., Los Angeles, has the account.

KILPATRICK'S BAKERY, Oakland, Cal. (Roman Meal Bread) Nov. 30 started for 52 weeks *It's Glen Again* starring Glen Hurlburt, six times weekly on KGO, San Francisco. Agency is Emil Reinhardt Adv., Oakland.

Miles Discs on 126

MILES LABS., Elkhart, Ind., has started a 39-week campaign for Nervine and Anti-Pain Pills, the original products of the company. One-minute transcriptions titled *Historical Almanac of the Air* have been placed on 126 Keystone stations, five days a week and on 11 regional stations. Transcription is version of Miles Historical Almanac distributed for the past 52 years through druggists which has been discontinued this year because of curtailment of printing materials. Agency is Wade Adv. Agency, Chicago.

BARKER BAKERIES, Toronto (regional), Nov. 25 started test mid-afternoon half-hour quiz show on CFRB, Toronto, with studio audience. It is planned to expand to an Ontario network. Account was placed by Tandy Adv. Agency, Toronto.

KAY JEWELRY Co., San Francisco, Nov. 24 started *Sweetheart Swingtime* thrice-weekly quarter-hour on KPO, San Francisco. Agency is Sidney Garfinkel Adv., San Francisco.

INDEPENDENT theaters of Chicago have started sponsorship of weekly quarter-hour program titled *Tate's Theatre Guide* on WAIT, Chicago. Film chatter will be handled by Hal Tate and Nikki Kaye. Agency is Malcolm-Howard Adv. Agency, Chicago.

SINCLAIR REFINING Co., New York, has renewed *Fifteen Melodious Minutes*, thrice-weekly musical quarter-hour on WGN, Chicago, for 13 weeks. Agency is Hixson-O'Donnell Adv., New York.

Knox Spots

CHARLES B. KNOX GELATINE Co., Johnstone, N. Y., user of both spot and network radio from time to time, recently started participations on women's programs in New York, Chicago and New England. Sponsor participates in the *Marjorie Mills* on the New England Regional Network; on Mary Margaret McBride's five-weekly period on WEAF, New York; and on June Baker's program on WGN, Chicago. Agency is Kenyon & Eckhardt, New York.

KSD IN ST. LOUIS
Has a Greater Daytime Population Coverage Area
Than Any Other St. Louis Broadcasting Station
PUT YOUR MESSAGE ON KSD While She Listens at HOME
Exclusive NBC BASIC NETWORK
A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

FEELIN' CRABBY ABOUT SOFT SHELL (Ky.)?

If you've been clawing for business in Soft Shell (Ky.), don't get nippy about the results! You'll do better in the Louisville Trading Area, where 47% of Kentucky's population does 17.1% *more* retail buying than the rest of the State *combined!* . . . To reach the $610,000,000 buying power in the Louisville Area, all you need is WAVE—the lowest-cost complete-coverage station in this neck of the woods. Send for all the dope now!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

FTC Studies Net Policies

(Continued from page 9)

tacted the New York headquarters of the networks.

The complaint which led to the preliminary study is believed to have been made by interests which persistently have complained about radio competition. This could not be verified formally because of the statutes governing Commission procedure.

Serious question arises, too, it was learned, whether the FTC, under any of the several statutes governing its operations, has authority to inquire into any acts and practices pertaining to newspaper or radio advertising rates.

The Wheeler-Lea Act, amending the original Federal Trade Commission Act, makes unlawful unfair methods of competition in commerce and unfair or deceptive acts or practices in commerce. The Robinson-Patman Act specifies in effect that every seller shall offer his goods on proportionately equal terms. But the statutes have never been tested on the question of advertising regulation.

Thus, it is felt a delicate question of jurisdiction is involved. There is also embraced the "commodity or service" question. Before the Robinson-Patman Act became law several years ago, it was recalled the Trade Commission had issued a complaint against the American Assn. of Advertising Agencies, involving rates and commissions. The complaint subsequently was dismissed.

Observers familiar with FTC procedure pointed out that hundreds of preliminary investigations are started annually, but that most of them never see the light of day.

One official commented that no formal action would be instituted against the networks unless there is adequate reason to believe that the law has been violated.

In New York it was learned that Samuel Williams, FTC investigator, has spent some time at CBS going over their billings for a typical week and comparing them with contracts, getting explanations for all discrepancies due to power failure and other program interruptions, changes in station lineups and other deviations from normal procedures.

The investigator also has gone over the MBS books and billings, and may go to Chicago for further investigation regarding accounting details of that network's operations. He has made a preliminary visit to the BLUE, explaining what records he desires to examine and is expected there any day. He has also conferred with representatives of NBC, and presumably, under his instructions, will subject its billing records to the same sort of scrutiny.

Dog Food Spots

FLAG PET FOOD Corp., New York, through its newly appointed agency, Peck Adv., New York, will launch a national campaign of spot broadcasting in behalf of its dog food. Firm has already signed for five participations weekly on Mary Margaret McBride's program on WEAF, New York, starting Jan. 4, and other stations will be added.

AT A PRESS luncheon given last Thursday by CBS for Larry Lesueur, recently returned from Moscow where he has been reporting the war for CBS, Paul White, director of news and special events for the network, revealed that Alfred A. Knopf will publish a book by Mr. Lesueur on his experiences as a radio war correspondent.

THURSDAY VACANCY ON NBC TO CAMELS

CONCURRENT with the shift on Jan. 7, 1943, of the Sealtest *Rudy Vallee* show from 10-10:30 p.m. to 9:30-10 p.m. Thursdays on NBC, R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will move *Abbott & Costello* up from their present 7:30-8 broadcast time the same evening on NBC to the vacated 10 p.m. period. Now heard on 54 NBC stations, the comedians' show will be placed on the full NBC network when it shifts to the later hour, and the present repeat broadcast for the West Coast will be dropped, according to William Esty & Co., agency for Camels.

The change in time of the Sealtest program was effected when Kraft Cheese Co., Chicago, announced its decision to cut down the *Kraft Music Hall* to the half-hour period 9-9:30 p.m. on NBC [BROADCASTING, Nov. 30].

As BROADCASTING went to press, it was reported that Lever Bros. Co., Cambridge, was interested in shifting the NBC *Tommy Riggs* program for Swan soap from Fridays 7:30-8 p.m. to Thursdays 7:30-8 after *Abbott & Costello* has changed times. No confirmation of this could be obtained from Young & Rubicam, New York, the Swan agency.

Newkirk Now Directing Coast Emergency Plan

VAN C. NEWKIRK, program director of Don Lee Broadcasting System, Hollywood, has been appointed temporary coordinator of the West Coast War Emergency Broadcast plan. Largely responsible for the network traffic operations of the War Emergency Broadcast of West Coast Broadcasters Assns., his taking over was at suggestion of industry leaders and with approval of the IV Fighter Command. Newkirk will handle all operations until a permanent coordinator is appointed, it was said.

Richard F. Connor who formerly held that post, and recently appointed chief of station relations, Radio Bureau, Office of War Information, takes over his new duties in Washington Dec. 15 [BROADCASTING, Nov. 23]. He was honored Dec. 1 at a farewell luncheon staged by the executive committee and officers of the Southern California Broadcasters Assn. Connor was also radio coordinator of the latter association and in addition radio consultant of the OWI.

Hooper List Revised

WITH the release of its Nov. 30 National Evening Ratings Report, C. E. Hooper Inc., New York, last week announced that henceforth the lists of "First 15" evening programs and the "Top 10" daytime and Pacific programs will not carry ratings, but "just the names of the leaders". The "First 15" evening shows on the Hooper Nov. 30 list are in order: *Bob Hope, Fibber McGee & Molly, Charlie McCarthy, Aldrich Family, Jack Benny, Walter Winchell, Radio Theatre, Frank Morgan-Fanny Brice, Bing Crosby, Mr. District Attorney, Eddie Cantor, Kay Kyser, Rudy Vallee, Abbott and Costello, Take It or Leave It.*

"3 POINTS FOR OUR SIDE,"
WSAI'S SALES AIDS
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast
scores Suzy our Steno. "WSAI's close relations with the men who handle your product, a unique 8 Point Merchandising Service, a larger staff and fine technical facilities . . . are unsurpassed by any other Cincinnati station . . . and they're the three points that count in making your Cincinnati campaign a complete success.
"Let WSAI put its tested and proven program to work for you! We get results!"

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

NETS, AFRA AGREE ON WAGE PROPOSAL

AN INCREASE of 10% of the minimum scale paid to performers on sustaining programs was agreed upon last Thursday evening between officials of the American Federation of Radio Artists and representatives of NBC, CBS, MBS and individual key stations which hold similar contracts. The BLUE has delayed its decision awaiting the outcome of further individual negotiations.

In all, these negotiations represent 42 separate contracts with individual provisions covering freelance employes as well as staff employes; some contracts are collective and others are individual. All agreements run until Nov. 1, 1943. The agreement needs approval of the War Labor Board. Although some doubt existed whether WLB would accept the terms the AFRA representatives were confident of being upheld by WLB.

Negotiations which started last Monday and lasted all week represent a compromise between the 15% boost sought by AFRA and 5% offered by the broadcasters. The cost of living clause was retained in all contracts. Confirmation of the agreement by the union's board of directors is expected early this week although an attempt was being made to hold such a meeting last Saturday.

A BLUE spokesman said the network felt it was uncertain of ability as a new organization to afford a 10% increase.

Donate Time to U. S.

CONTRIBUTION to the Treasury of 5% of radio time bought by drug, cosmetic and allied industries for promotion of War Bonds and War Stamps was announced last week, with the Government getting the use for five months of 42 programs of an estimated $4,000,000 value in time. The gift was arranged by a policy committee of the industry, in cooperation with the Advertising Council. All commercials are devoted to War Bonds, with sponsors getting only credit lines [BROADCASTING, Aug. 31].

Keystone's Second year

KEYSTONE Broadcasting System, transcription network, servicing secondary areas, marked its second year of operation last week. Organized in the final months of 1940 with 66 affiliations, the network has expanded to 204 with the recent addition of KSWO, Lawton, Okla., and KOTN, Pine Bluff, Ark.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Gen. Mills Baseball

THE General Mills policy of broadcasting baseball, will remain essentially the same during 1943 as last season, it was indicated at the meetings of major and minor baseball leagues last week in Chicago. The major leagues and the larger minor leagues will attempt to keep their clubs in operation during the coming season, although it will necessitate traveling and other curtailments. The outlook for the smaller clubs is not encouraging, according to W. G. Branham, president of National Assn. of Professional Baseball Leagues. Last season General Mills sponsored baseball on 84 stations in 73 cities.

WOV, New York, has appointed Joseph H. McGillvra Inc., New York, to handle all of its national advertising except the Eastern Seaboard.

GEORGE K. THROCKMORTON, chairman of the executive committee of RCA Mfg. Co., was elected a director of RCA by the board Friday.

20 Banks Buy Time

TWENTY leading New England Federal Savings & Loan Assns. will sponsor a half-hour Sunday radio show *Fireside Melodies*, over WTAG, Worchester, and the New England Regional Network, beginning Dec. 13. Stations, in addition to WTAG, are WBZ, Boston; WBZA, Springfield; WTIC, Hartford; WJAR, Providence; WFEA, Manchester. Bresnick & Solomont, Boston is the agency, with Joseph Blue as account executive.

CONSOLIDATED DRUG Trade Products, Chicago, has supplemented its current five-weekly schedule for *Cousin Emmy*, half-hour hi lbilly musical program on WBBM, Chicago, with the addition of a Saturday program. Agency is Benson & Dail, Chicago.

KOIN's 10-Year Club

TEN NEW MEMBERS were added to the roster of the Ten-Year-Club of KOIN, Portland, Ore., at a recent banquet at the Hotel Benson. The club was founded in 1940 by Charles W. (Chuck) Myers, KOIN president, and the late C. Roy Hunt, general manager, with 13 charter members, giving recognition to staff members serving a decade or more at the station. The Ten-Year-Club now has 22 names on its roll, the new additions being Louis S. Bookwalter, technical director; Charles E. Couche, advertising manager; Earl W. Granger, auditing department; Ivan Jones, night operations manager; Byron Paul, transmitter engineer; Clyde E. Phillips, treasurer; James A. Riddel, chorus director; H. M. Swartwood Jr., program; Frank Trevor, musician; Lloyd A. Woodell, transmitter engineer. Gold emblems were awarded each initiate.

THE *Chicago Sun* last week started a daily ten-minute newscast on WMAQ, Chicago, titled *Air Edition of the Sun* and featuring Myron Wallace as commentator. Account was placed direct and is a time-space exchange.

WGN carries more local and national spot business than any two other major Chicago stations

P.S.

WGN's Funny Paper Party featuring the reading of the Chicago Sunday Tribune comics on Sunday morning is available.

A Clear Channel Station

50,000 Watts 720 Kilocycles

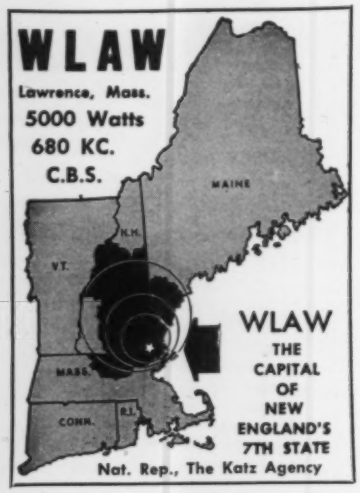
WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Agencies

NORMAN MORRELL, vice-president of Lord & Thomas, and manager of the firm's Hollywood radio department, has been relieved of latter duties to devote full time to production of the NBC *Bob Hope Show*, sponsored by Pepsodent (toothpaste, powder). Don Belding, executive vice-president of the agency supervises activity of that office as well as those in downtown Los Angeles.



ARNO H. JOHNSON, director of research of J. Walter Thompson Co., New York, has been named director of media and research, following a consolidation of those two departments. The change merges the functions of market analysis and selection of media, with the staff managers of various media continuing in their supervisory capacities as follows: Linnea Nelson, radio; Alvin Dreyer, magazines; James Short, newspapers; Louise Dykes, trade; George Gladden, motion pictures; Walter Manss, outdoor.

G. WALTER BROWN, director and partner in Ronald Adv. Agency, Montreal and Toronto, account executive for Bristol-Myers Co. of Canada, has been appointed vice-president of Bristol-Myers. Mr. Brown started in the advertising field in 1924, and before joining Ronald in 1928 occupied posts with North American Life Insurance Co., of Toronto, and Ford Motor Co. of Canada. He is also chairman of the research committee of the Canadian Assn. of Broadcasters.

MacDONALD DUNBAR, former executive of Ben Moore Paint Co., New York, has joined the media department of Ted Bates Inc., New York.

BRUCE DODGE has left Biow Co., New York, where he handled auditions, to enter the armed forces. He has been succeeded by Dick Lewis of the agency's radio department.

TOM RILEY, formerly with the NBC production staff, has joined Pedlar & Ryan, New York, replacing Jack McClean as supervisor of daytime programs. McClean joins the Naval Reserve Dec. 11.

OFFICIALS OF NBC and the Canadian Broadcasting Corp., met recently in Radio City, New York, for conferences concerning future activities of the two organizations. Hosts of the Canadian visitors were Niles Trammell, NBC president (second from left), and William S. Hedges, NBC vice-president in charge of stations' department (right); CBC officials are Dr. J. S. Thomson, newly-named general manager (third from left), Donald Manson, chief executive assistant.

CLARE OLMSTEAD, former producer of Young & Rubicam, New York, and most recently production manager of Orson Welles in his radio work, is rejoining Y & R the end of the year to handle production for the new half-hour musical series to be sponsored on NBC by Westinghouse Electric & Mfg. Co. [BROADCASTING, Nov. 23]. Series, slated to start probably Jan. 10 in the 2:30-3 p.m. period Sunday afternoons, will feature John Charles Thomas, John Nesbitt, Mark Warnow's orchestra and A. Lynn Murray Chorus.

L. C. DeFOREST, former advertising manager of Hills Bros. Co., New York (food products), has joined Biow Co., New York, in an executive capacity. Biow handles the Hills account.

LELAND STANFORD BRIGGS has replaced Raymond Atwood as general manager of the New York office of McCann-Erickson, where he has until now been in charge of all creative activities. Briggs was associated with the original H. K. McCann Agency, later forming the agency Briggs & Varley, New York, resigning subsequently to join his present firm.

LT. COL. ARTHUR C. FARLOW, formerly vice-president of J. Walter Thompson Co., San Francisco, and Mrs. Leona Dalton were married in that city Nov. 29.

MITCHELL J. HAMILBURG Agency, Hollywood talent service, has moved to 9130 Sunset Blvd., that city. Telephone is Crestview 1-5108.

KIRBY KATZ, formerly copywriter of H. W. Kastor & Sons, Chicago, and Benton & Bowles, New York, has joined the copy staff of Leo Burnett Co., Chicago.

HAROLD W. CLARK, in charge of copy for West Coast accounts, was recently made office manager of Buchanan & Co., Los Angeles.

NORMAN S. VAN MATRE, account executive of the W. C. Jeffries Co., Los Angeles agency, was recently commissioned a first lieutenant in the Army Medical Corps.

DORA MAY TALCOTT, formerly with the Institute of Public Relations, New York, has joined the publicity staff of Newell-Emmett Co., New York.

ALBERT W. MARTINEZ, former publicity representative for the Westinghouse Lamp division, has joined the publicity staff of J. M. Mathes Inc., New York.

HELEN BROWN has left Pedlar & Ryan, New York, to join the radio department of J. Walter Thompson Co., New York, as a writer.

ROBERT M. MUCKS, formerly exploitation director of Calavo Growers of California, has joined the publicity department of Young & Rubicam Hollywood, and is assigned to the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp.

ELWOOD K. GRADY, account executive of J. Walter Thompson Co., Los Angeles, has joined the Office of Civilian Defense, Washington.

HOWARD ESARY, account executive of Allied Adv. Agencies, Los Angeles, has entered the Navy as an ensign.

AETNA ADV., New York, last week moved from 1560 Broadway to larger quarters at 1776 Broadway to accommodate an enlarged staff. New phone number is Circle 7-7510.

Henry P. Jenks

HENRY P. JENKS, 28, a lieutenant (j.g.) in the Naval Reserve, has been killed in action, his family announced last week. A graduate of Hamilton College Class of '36, Lt. Jenks had been a partner in Fenton Kelsey agency, New York, until he enrolled in the Navy in September, 1940. He was married.

C. Percival Mason

C. PERCIVAL MASON, 39, president of Mason United Adv. Agency, Toronto, died at Toronto Nov. 18. He was also president of Mason Remedies Ltd., the International Associated Proprietaries, and Mason's Prescription Labs., Toronto.

WJRVA

COVERS RICHMOND AND NORFOLK!

50,000 WATTS DAY AND NIGHT CBS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Keep Posted

WITH THIS DATA AT YOUR ELBOW

—you are equipped to get your share of business from the 12,000 national and sectional advertisers and their 1,800 advertising agencies.

NATIONAL REGISTER PUB. CO.
330 West 42nd Street New York
333 N. Michigan Ave. Chicago

oratorium Ruled 740 kc. Contest

W, KSFO Await War's End Decision by FCC

RATORIUM for the war's dura- in the heated contest between W and KSFO, San Francisco ions, for the 50,000-watt as- ment of 740 kc. was declared the FCC last Monday in pro- d findings of facts and conclu- s on the applications of the stations.

The fact that neither station has necessary equipment to make high-power installation, even decision were reached, is under- od to have motivated the Com- sion in its declaration. KQW is the occupant of the 740 channel, using 5,000 watts. A ar ago it became the San Fran- co outlet for CBS, replacing SFO.

Effect of Grant

In declaring the moratorium, the mmission said the continued op- tion of KQW on 740 kc. under thority of a temporary license all not be deemed to affect the ition of any party in connection th operation on that frequency hen conditions permit the con- uction of other facilities for op- tion on said frequency."

KSFO, owned by Wesley I. mm, now operates on 560 kc. th 5,000 watts day and 1,000 tts night. It sought the 740 kc. signment with 50,000 watts, when s facility became available under e Havana Treaty reallocation fected in March, 1941. KQW, lo- ted midway between San Jose d San Francisco, was assigned the 740 kc. channel as an out- growth of the Treaty and promptly ught an increase in power from 00 to 50,000 watts fulltime.

'Cavalcade' Shift

EDWARD ARNOLD, film actor, be featured as Daniel Webster in dramatic skit "The Man Who uldn't Be President", E. I. Dupont Nemours Co., Wilmington, Del. stitutional), on Dec. 14 only shifts Weekly *Cavalcade of America* on NBC stations from New York to llywood, Mon., 8-8:30 p.m. (EWT), th West Coast repeat, 8:30-9 p.m. WT). Arnold portrayed that char- er in the film version. Production ails will be handled by the Holly- od staff of BBDO, agency servic- the account.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

THEY ADVERTISE IN WARTIME

Station Brochure Reproduces Institutional Ads And Analyzes Firms' Expenditures

A SERIES OF institutional advertisements on the status of wartime advertising carried in BROADCASTING and elsewhere by WLW, Cincinnati, provides inspiration for an elaborate brochure. The expenditures of the ten companies whose heads were represented in the series remained for the first eight months of 1942 at 85.1% of the level maintained for peacetime advertising, it is shown, though seven of the ten companies have been converted to war industries.

WLW had asked executives of ten firms who in 1941 invested more than $20,000,000 in advertising to give their observations on advertising in total war. Industry leaders such as Charles E. Wilson, president, the General Electric Co.; J. Howard Pew, president, the Sun Oil Co.; Robert Shannon, president, RCA Mfg. Co.; and Paul Garrett, vice-president and director of public relations, General Motors Corp., and others, were unanimous in declaring in their copy for WLW that advertising has an important place in wartime America.

Study of Expenditures

Interested in the advertising policies of these ten concerns, WLW arranged with Publishers' Information Bureau to study advertising expenditures for the first eight months of 1941 compared to the first eight months of 1942 in three media classes—magazines, farm papers and network radio. It was discovered that the ten companies have "hurled their shout of defiance at our enemies" by a remarkably high advertising record despite the fact that seven of the ten are now all for war.

The book records the reactions to wartime advertising by distributors, including such executives as E. H. Strubbe, secretary, treasurer and general manager of White Villa Grocers; W. H. Albers, president of Albers Super Markets; J. W. Cassin, president and general manager of the Dow Drug Co., and others, who unanimously support national advertising for brands.

Only plug for WLW is a statement on the last page: "These pages serve to remind you again", with a terse 17-word message about its coverage.

Seymour Korman Heard On MBS From London

SEYMOUR KORMAN of the London Bureau of the *Chicago Tribune* is now heard regularly on MBS from London every Thursday and on alternating Tuesdays, replacing Arthur Mann, who has joined John Thompson as Mutual correspondents with the AEF in North Africa. Korman, who has been with the *Tribune* since 1933 and in the London office for the past several months, will work under John Steele, head of the MBS London bureau.

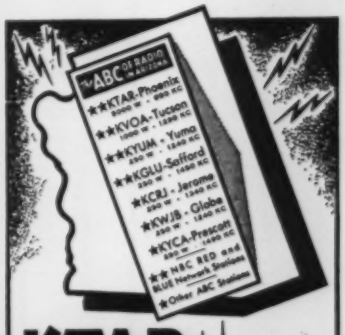
Mutual's weekly news schedule, built up since Pearl Harbor, now includes 80 individual news commentaries by 19 news analysts, accounting for 19 hours and 18 minutes of broadcast time each week. Straight news bulletins from AP and UP are heard every half-hour from New York, Washington, Chicago and Los Angeles, supplemented by four weekly BBC news readings from London.

Game Capsuled for AEF

IN ORDER that the American armed forces throughout the world might hear the highlights of the Army-Navy game, played at Annapolis on Saturday, Nov. 28, the transcription division of Columbia Recording Corp. worked all through that night, completing the task of compressing the account of the gridiron classic into a half-hour program. In getting the records into the studios for shortwaving at 7 a.m. on Sunday, time was so close that the first 15-minutes went on the air while the last quarter-hour recording was receiving its final audition from the Army censors.

WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK · PENNSYLVANIA
National Representative: The Walker Co.

December 7, 1942
In Memoriam
. . . of the brave men and women who died in the yellow treachery of Pearl Harbor.
WHEB



Arizona BROADCASTING CO. Inc.
PHOENIX, ARIZONA
PAUL H. RAYMER COMPANY

WDOD
CHATTANOOGA, TENNESSEE
5,000 WATTS NIGHT and DAY
CBS
REPRESENTATIVES: PAUL H. RAYMER CO.

CRYSTALS by
HIPOWER
Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

XUM

Dominant NBC Basic Station In This Area

WDEL

★ Recently stepped up to 5,000 watts, it assures advertisers wider and more concentrated coverage than ever.

★ Located in the heart of a market—Delaware, southern New Jersey, parts of Maryland and Virginia—booming with war activity.

★ Maintains strong listener loyalty through its outstanding NBC Basic Network shows and local programs attuned to the communities it serves.

★ Your advertising dollars spent on WDEL pay you rich returns in profitable sales. Promote your product in this buying market.

1150 KC WILMINGTON, DELAWARE

Sales Representative:
PAUL H. RAYMER CO.
New York · Chicago
San Francisco

Petrillo

(*Continued from page 9*)

gaged in general court, departmental and administrative practice in Washington. While he was born in New York and spent most of his early life in Butte, he has been a resident of Washington since 1933.

Active in Washington affairs, Mr. Bingham was president of the Federal Communications Bar Assn. in 1940-41. He served as secretary of the American Bar Assn.'s Administrative Law Institutes held in Washington during the last few years.

Mr. Bingham was born in New York on Nov. 12, 1901. He was educated at Culver Military Academy, graduated in 1920; University of Pennsylvania (B.S.) 1924; Leland Stanford University (J.D.) 1928. Mrs. Bingham is the former Elizabeth Nichols of Chicago. They have three daughters, 11, 8 and 3. The late J. Bruce Kremer, Democratic National Committeeman from Montana, was Mr. Bingham's law partner.

Disc Firms Concerned

News of the postponement of the Senate investigation was received with some concern by executives of transcription companies in New York, who had hoped that the hearings might pave the way for a settlement with the AFM. The producers of transcribed library services are especially desirous of an early resumption of recording.

Although they recorded large supplies of material before the AFM ban went into effect last Aug. 1, and although they are including new music in their releases through the use of a cappella choruses and of the harmonica and other musical instruments not recognized by the union, there is no doubt that by spring if not before they will be hard pressed to supply their regular monthly releases.

Other possibilities for resolving the issue were being considered, but the consensus last week was that probably nothing will be done until after the Clark hearings have been held. One suggestion was that the decision of Federal Judge John P. Barnes that the ban on recording involves a "labor dispute" be taken as sufficient grounds for asking the War Labor Board to consider the complaints of AFM that the use of recorded music constitutes unfair competition with live musicians and to work out a basis of compensation which would permit the musicians to return to work for the recording companies.

The plan of settlement outlined by Bernard B. Smith in the December *Harper's* magazine [BROADCASTING, Nov. 30] has received careful attention, but most comments have described it as too idealistic and impossible of practical application.

Third AP Man Placed

THIRD news reporter of the Associated Press staff to be placed in radio by Press Assn. Inc., radio subsidiary of AP, is Alvin J. Steinkopf, former AP foreign correspondent in Europe, who has joined WBBM, Chicago, as a news analyst. The other two AP newsmen are Morgan Beatty, NBC news analyst, and Roy Porter, BLUE news analyst. The new relationship between PA and radio was adopted several months ago to supply able news analysts for the air waves. In arranging contracts between the newsman and a radio station, PA serves only as an agent, making only a "handling charge", it was stated.

Boston Symphony Pact Is Verified by Petrillo

VERIFYING the earlier report that the Boston Symphony Orchestra had reached an agreement with the American Federation of Musicians [BROADCASTING, Nov. 30], James C. Petrillo, AFM president, last Thursday told a press conference that the union's Boston local had signed a three-year contract with the orchestra and that all members of the orchestra, including Serge Koussevitzky, its leader, have become AFM members.

It was also learned that negotiations were in progress between Boston Symphony officials and BLUE Network program executives for for broadcasting weekly concerts of the orchestra, with expectations that a contract for such a series might be signed over the weekend. Details of arrangements were unavailable as BROADCASTING went to press on Friday, but it is understood that the broadcasts will be weekly and will begin late this month. This conflicts with earlier reports that the symphony was going to broadcast on CBS, on which CBS has declined to comment.

Networks, Co-O... Plan Code Sessio...

Code Ruling to Be Discus... At Meeting Set for Dec. 14

APPLICATION of the NAB C... to consumers' requests such as t... of the Cooperative League of ... USA for paid time on the air ... be considered at a meeting ... 14-15 of the NAB code comm... tee with representatives of NB... CBS and the Cooperative Leag... The groups are involved in a d... pute over refusal of NBC and C... to sell time to the League [Bro... CASTING, Oct. 12 et seq.]

The meeting, a result of a t... ference Nov. 24 in New York ... tween NBC and the Cooperati... League to discuss the networ... stand that to sell time to the l... gue would violate the NAB Co... is scheduled to take place at t... Mayflower Hotel, Washington.

Attending the Dec. 14-15 m... sion will be members of the NA... code committee: Earl Glade, cha... man, KSL, Salt Lake City; Ru... sell P. Place, acting secretary... Grant Ashbacker, WKBZ, Musk... gon, Mich.; Edney Ridge, WBI... Greensboro, N. C.; Stockton Hel... rich, representing NBC; Jan Sk... mek, representing CBS; Willia... B. Quarton, WMT, Cedar Rapid... Ia.; Arden X. Pangborn, KE... Portland, Ore.; Lee Wailes, We... inghouse stations; William ... Way, KVOO, Tulsa.

Also slated to attend are: N... ville Miller, NAB president; Fra... Russell, NBC Washington vic... president; Frank Mullen, NB... vice-president and general ma... ager; Frank Stanton, CBS vi... president; Earl Gammons, ... charge of the CBS Washington ... fice. Representing the Cooperati... League will be Murray Lin... president; E. R. Bowen, executi... secretary; John Carson, chief ... the League's Washington offi... Wallace Campbell, assistant s... retary for public relations.

Meanwhile, Senator Johns... (D-Col.), chairman of the s... committee of the Senate Comm... tee on Interstate Commerce ... pointed to investigate alleged d... crimination against the Cooper... tive League (SRes. 305), had ... called a meeting of his commit... as BROADCASTING went to pr... The subcommittee was not expe... ed to meet before Dec. 14.

Action by the House Rules Co... mittee as a result of Rep. Gel... mann's (Prog.-Wis.) compan... resolution in the House likew... awaited outcome of the meeting.

The league plans to submit ... the FCC a brief in reply.

"...has been sponsored by three local merchants from the very first broadcast." WSAR

● ASCAP Radio Program Service provides, without cost to any ASCAP-licensed station, programs of proved salability. If you are not using them write or wire us at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WISH the Merchandising Stati...
Blue Network • 5000-1000 Watts
INDIANAPOLIS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

EDERAL PROGRAMS REACH HIGH TOTAL

OADCASTS during August, tember and October included 34,190 station-sponsored an-ncements and 160,100 programs various Government agencies, rding to the NAB. Biggest of time was the Treasury h 475,340 spots, 1,740 5-min., 410 min., 5,930 15-min. live and 490 15-min. ET programs. The Army used 126,710 spots, 60 5-min., 510 10-min., 4,590 min. live and 9,150 15-min. ET grams. The Marines used 98,760 ts, 460 5-min., 360 10-min., 60 15-min. live and 3,970 ET grams. The Coast Guard used 66,330 ts, 170 5-min., 310 10-min., 580 min. live and 10 ET programs. il Service used 65.190 spots. 20 in., 10 10-min., 150 15-min. live d 50 15-min. ET programs. or recruiting and war industry ining used 45,560 spots, 820 in., 170 10-min., 1.470 15-min. and 230 15-min. ET programs. The CAA used 6,390 spots, 220 in. and 90 15-min. live pro-grams. Army Emergency Relief d 7,920 spots, 200 5-min. and 10-min. live programs. USO d 22.660 spots, 70 5-min., 10 10-, 630 15-min. live and 10 15-. ET programs. The Red Cross d 66,330 spots, 330 5-min., 580 min., 1.000 15-min. live and 10 min. ET programs. Civilian Defense (all kinds) used 50 spots, 3,750 5-min., 520 10-, 3,690 15-min. live and 180 15-. ET programs. Nutrition used 6,640 spots, 760 5-min., 660 10-min., 1,020 15-min. live and 160 ET programs. Fire prevention week (Oct. only) used 11,240 spots, 200 5-min., 80 10-min., 330 15-min. live and 890 ET programs.

OWI-WPB-OPA-Agriculture used 245,000 spots and 21,810 programs of various length. Other agencies used 30,340 spots, 880 5-min., 920 10-min., 7,010 15-min. live and 5,710 ET programs.

Rubicam Back at Desk

RAYMOND RUBICAM, chairman of the executive committee of Young & Rubicam, New York, who has been doing special Government work for several months as head of the public relations division of the War Manpower Commission, is taking over his position at the agency this week upon completion of his special assignment. T. S. Repplier, associate copy director of Y&R, who accompanied Mr. Rubicam in his work in Washington, is also returning to his desk.

Lucky Strike Uncertain

AMERICAN TOBACCO Co., New York (Lucky Strikes), may discontinue its sponsorship of *Information Please*, heard Fridays at 8:30 p.m. on NBC, shortly after Feb.1, it was understood last week, although Lord & Thomas, New York, the agency, would make no comment on the rumor. The quiz show had its first session away from New York last Friday night when it was staged in Boston's Symphony Hall, first engagement in a once-a-month tour to sell War Bonds.

Lawyer Levy

ISAAC D. LEVY, chairman of the board of WCAU, Philadelphia, and a member of the board of CBS, made an unexpected "personal appearance" in Quarter Sessions Court in Philadelphia Nov. 27 when called by Judge Vincent A. Carroll to come forward and represent a defendant without counsel. Mr. Levy was visiting the court to show procedure to his son. Formerly a practicing attorney, although inactive for several years, Mr. Levy accepted the judge's invitation and won acquittal for his client.

Paramount Spots

PARAMOUNT PICTURES, New York, is running a series of spot announcements on seven New York stations, Dec. 2-10 to promote "Palm Beach Story", film having its world premiere in New York Dec. 10. Some stations are carrying all live announcements while others present live announcements combined with brief transcriptions, consisting of "teaser" phrases recreating scenes from the film. A total of 74 announcements are used from 4 to 21 times on WOR WJZ WABC WNEW WMCA WHN WQXR. Radio advertising plans for national release of the picture are not set. Buchanan & Co., New York, handles the account.

Four Sets Per Home

A SURVEY of listening habits of 1,000 elementary school children of Glencoe, Ill., fashionable North Chicago township, was made by Edith Edmonds of the Glencoe Central School. Results show that homes in Glencoe, one of the country's highest per capita income areas, averaged four radio sets and that children from 6 to 13 years of age listen to the radio mostly in the evening for a total of about three hours. Most children, according to the survey, listen to newscasts and favorite types of program were comedy and mystery shows. Voted the five favorite programs were: NBC *Henry Aldrich*, CBS *Lux Radio Theatre*, NBC *Bob Hope Show*, BLUE *Lone Ranger* and NBC *Maxwell House Coffee Time*.

Silver Extension

INTERNATIONAL SILVER Co., Meriden, Conn., has extended its sponsorship of Edward R. Murrow's Sunday evening quarter-hour talks from London on CBS for another week after Dec. 27, date on which Murrow was understood to be going off the air for that sponsor. According to Young & Rubicam, New York, the agency, plans are still indefinite, pending settlement of International Silver's proposal to resume its half-hour *Silver Theatre* programs [BROADCASTING, Nov. 23].

WHAT'S WHAT IN Boston

12.

WCOP is getting more and more radio dollars from more and more advertisers . . . do YOU know why?

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

Salary Freeze

(*Continued from page 18*)

tations, and that corporations jointly paying an individual must adjust their payments so that they will not contravene the act.

According to the order, salary payments shall include all forms of compensation, direct and indirect. Bonuses, gifts, loans, commissions, fees, additional compensation will be included, and rents and royalties may in fact be salary. Insurance and pension payments 'in reasonable amount' will be excluded, however.

Nowhere in the order did the Treasury instruct the Bureau of Internal Revenue to consider income from investments, and other so-called "unearned" sources as part of the basic allowance of $25,000. At his press conference last Tuesday, President Roosevelt mentioned this loophole in the stabilization program, and suggested that legislation may be introduced to remedy this.

New WLB Forms

Meanwhile, the War Labor Board last week distributed the forms which employers will use in applying to local offices of the Wage and Hours Public Contracts Division when seeking permission to raise wages of workers under War Labor Board jurisdiction. The form, which must be made with five carbons, calls for complete information showing: maladjustments; inequalities and gross inequalities; substandard of living. The board has already made clear that it will grant increases only under such circumstances, and that it is not likely to approve raises where payments are already 15% above the rate of Jan. 1, 1941.

Lowell Thomas Honored

LOWELL THOMAS, news commentator for Sun Oil Co. on the BLUE, was guest of honor Dec. 2 at the weekly luncheon meeting of the Advertising Club of New York. The day was designated "Lowell Thomas Day" in recognition of his past services to the club as president for two terms. Among the speakers were Cecil Brown and William L. Shirer, CBS commentators.

PARTY WAS STAGED by girls of KSO-KRNT, Des Moines, for M Little, radio editor of the *Register & Tribune* and publicity director the Iowa Broadcasting Co., who was recently married to Lt. Ray Spe Lois Jory and Helen Watts Schreiber were hostesses. Attending were to r): Blythe McFarland (white blouse), Virginia Melton, Naomi A termann, Jessie Axmear, Esther Sipling, Mary Little, Barbara L Oliver, Helen Schreiber, Phyllis Shaw, Mary Ingram, Lois Jory; row: Eunice Doty, Ruth Ruben, Virginia Poepping, Mabel Boddic Helen Mekus, Joan Fitzpatrick, Dorothy Miller.

Western OWI Session

TO CORRELATE their future plans and to review current war time activity, Arizona station executives met recently with Richard F. Connor, regional radio consultant of the OWI, in Phoenix. Besides discussing the package plan of spot announcements and transcribed shows to be released by the OWI shortly, attending executives conferred with public relations officers at Luke Field, Ariz., to analyze radio's role in the war effort. Richard Lewis, manager of KTAR, and assistant radio consultant of the OWI, presided. Attending the meeting, which was preceded by a luncheon at the Adams Hotel, were Frances C. Myers, Harry Safford, KOY; Donald C. Reese, KPHO; Roberta Pfister, KYCA; Paul Merrill, KGLU; Wade Sanders, KTUC; Andrew White, Bud Williams, KVOA; Harper Phillips, KYUM; Burridge D. Butler, WLS; Pauline Brown, OWI.

Series for AEF

AEF BASES throughout the world are enjoying the drama of the late World Series between the St. Louis Cardinals and the New York Yankees by means of 14,500 records prepared by the Gillette Safety Razor Co. The company prepared 500 complete sets of the series at its own cost to bring the event to the thousands of service men prevented from hearing the short-wave broadcasts conicident with the games.

Cross-Haul Stud Still in Progres

REGULATIONS governing "cr hauling" by trucks of many "l ury" and "non-essential" items merchandise now nationally adv tised are still undergoing int sive study and research by the W Production Board, [BROADCASTIN Nov. 2], and there is no indicati that the list of restricted items w be forthcoming within the near f ture.

However, according to an offic of the Office of Defense Transp tation, of which Joseph B. Eastm is director, the trend of the gover ment's study of this subject h changed, with basic heavyweig items receiving primary consid ation for restriction, instead of so-called "luxury" items of le weight and bulk. This is based the theory that material av ability restrictions imposed by WPB will automatically curt the "non-essentials".

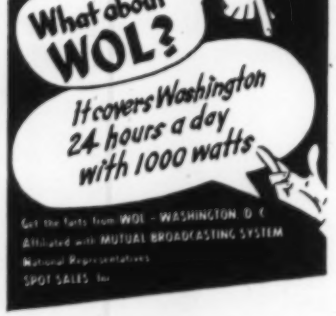
On Regional Basis

The studies are being conduc on a regional basis, and some the bulk items being consider are flour, apples, potatoes and c rus fruits. Trend of the resea is to prevent California citr fruits from being shipped to Geo gia, if similar fruit is availa from Florida; Idaho potatoes w not be shipped to Maine, and v versa; Oregon apples will not shipped to New York, where native crop is available. Items li machine tools, or technical and s cialized items not of great tonn are not to be restricted.

It was emphasized that the vestigation of the cross-ha problem remains in the "s phase, and any specific item h mentioned is purely illustrati The ODT reports that both r roads and the larger trucking c panies are cooperating in the g ernment's campaign to gain m ton-miles from existing trans tation facilities by voluntarily ing priority to essential war p ucts and necessities which m have inter-regional movement.

HOTEL REFORMA

THE HOTEL OF TOMORROW


What about WOL?
It covers Washington 24 hours a day with 1000 watts
Get the facts from WOL - WASHINGTON D C
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES Inc

Studio Notes

THE FAMOUS "Country Store" inaugurated by WOL, Washington, in which had become a familiar roadside sight on Pennsylvania Avenue will be missing this year. Shortage of material and fuel to erect and maintain the building was given as reason. For the last two years it has been built as an exact replica of old-fashioned country store, including cracker barrels and pot-bellied stove. Art Brown, the storekeeper and m.c. of the morning *Musical Clock*, is asking his audience to donate to the Community War Fund instead.

WCCO, Minneapolis, will present for the third consecutive season a series of weekly roundtable discussions *What's the Answer?* Presented in cooperation with the Minnesota Foundation of the U of Minnesota, a different group of faculty members will participate on each broadcast. Producer and m.c. is Max Karl, educational director of WCCO. First discussion will be on manpower.

KICD, Spencer, Ia., and WHAT, Philadelphia, have taken the AP radio news from Press Assn., AP radio subsidiary.

CKOV, Kelowna, B. C., has started a four-page tabloid weekly newspaper, *CKOV News*. The issue contains news of programs and personalities on front and back page, program schedule and advertising on inside pages. It is edited by Jim Browne, CKOV owner. Mary Royle writes a column "Around the Studio".

BOND SALES made through appeals on a recent afternoon program of Dick Gilbert, m.c., on WHN, New York, totalled $21,000. Purchases were stimulated by Gilbert's offer of pairs of tickets to the Broadway hit, "Life With Father," to listeners who phoned in personally during the broadcast, for bond units of $1,000. Howard Lindsay, leading actor in the play, served as guest telephone-order taker.

WLAC, Nashville, has started a six-weekly quarter-hour program, *Beyond the Looking Glass*, sponsored by Loveman's, local department store. Theme is expressed by m.c. Virginia Mansell: "Step with me . . . beyond the looking glass into a new world of beauty," thereby creating the mood for Loveman's as the store of beautiful things for women.

UNITED CHINA RELIEF is currently engaged in a series of Sunday programs on the Atlantic Coast Network, originating at WNEW, New York. Prominent persons concerned with the welfare of the country are heard in the series, which concludes Dec. 13.

WHOM, Jersey City, N. J., has passed the million-dollar mark in direct sales of War Bonds to foreign language listeners. A total of 4,500 persons had made bond purchases from the station as of Nov. 30.

Ad-Lib Practice

PRACTICE session to loosen up six new announcers, and get them acquainted with the art of ad-lib, is used weekly at WDRC, Hartford. Informal discussion by the announcers is recorded and played back for them to hear. Talks are not heard on the air schedule of WDRC.

TIME AND TALENT sales for WQXR, New York, for the first nine months of 1942, exceed by 48% the same period in 1941. Recent new business includes a contract for 36 announcements weekly for Vitamins Plus, New York, placed through Morse International, New York; Schiaparelli Parfums, New York, twice-weekly program of recorded music, and additional spot announcements for Parfums Weil, Paris, which also renewed its schedule of 31 time signals weekly. Andrew Jergens Co., Cincinnati, has renewed an hour-long daily program, *Just Music*, in behalf of its cosmetics. Renewals include Corn Products Refining Co., New York, 52 spot announcements weekly; Jacob Ruppert Beer, Brooklyn, 12 spots weekly; J. B. Williams Co., Glastonbury, shaving products, four announcements weekly.

MODEL WARPLANES, made by pupils of Milwaukee public schools, are given in a new War Bond show featuring Heinie (Jack Bundy) and the Grenadiers over WTMJ, Milwaukee, each Tuesday night, 6:30-7:00. Models with the names of bond buyers inscribed on the fuselage are hung on the walls of Radio City's auditorium studio in formation. Fighter planes represent a $25 purchase, medium bombers a $100 purchase.

BREAKING his recorded music shows in the middle, Rush Hughes, announcer of KWK, St. Louis, brings his listeners a five-minute spot news summary, including brief background material to relate foreign geography to that familiar to Midwesterners. Two or three of the most important news items are covered in each period.

INTER-CITY competition has entered the field of radio's efforts to sell War Bonds. WEBC, Duluth, Minn., has a weekly program, *Bondspiel*, sponsored by the Duluth water and gas department. Recently the program pitted Duluth against Superior, Wis., and during the one-hour show the station handled 302 telephone orders for $81,150 in bonds.

KOY, Phoenix, now opens at 6 a.m., (MWT) with a daily newscast. *La Hora Mexicana*, foreign language program, is scheduled at 6:30 a.m.

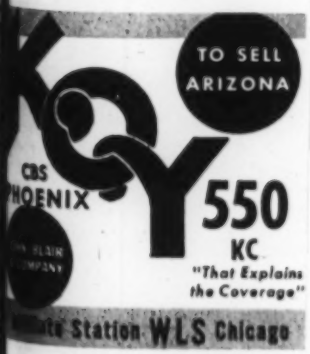
Dimout Affects Radio

BROADCASTING of evening football games, boxing bouts and all other outdoor events in Philadelphia, has been ruled out for the duration. Acting on a request of the Third Army Corps, dimout regulations will be provided for the entire Philadelphia metropolitan area, taking in a radius of 25 miles and including neighboring towns in Southern New Jersey. The dimout, to be put in force this month, will rule out the usual radio coverage each spring and summer of evening baseball games, boxing bouts and wrestling matches, all held outdoors. The dimout will also affect the broadcast of the many floodlight semi-pro baseball games by radio stations in Eastern Pennsylvania included in the dimout area.

VINYLITE ALLOTTED FOR SOME RECORDS

ALTHOUGH WPB officials emphasized that no permanent relief from the Vinylite shortage is in sight, a small quantity of new Vinylite has been allocated for commercial recordings in December. None of the product was reserved for commercial use in November or October.

The Vinylite shortage will continue until the synthetic rubber program begins to yield results, the WPB explained, and may not then be relieved. Vinylite is being used as a rubber substitute for military raincoats, hospital sheets, life rafts and other war necessities.



KFQD
ANCHORAGE
Alaska
LOCATION
"The Nerve Center"
Hub of Alaska Activities
Low Rates - Real Results
Representatives
ROMIG FULLER
1411 Fourth Ave.
Seattle, Wash.

"BY CRACKY, IT'S ALMOST AS EASY TO FALL OFF A LOG AS REACH THE RED RIVER VALLEY'S 350,000 RADIO HOMES WITH WDAY—THE ONLY NBC STATION FOR 190 MILES AROUND!"

WDAY
FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Midway Battle Movies Shown to Club in N. Y.

MOVING pictures of the battle of Midway together with a movie of the training course of the Chapel Hill Naval Cadets highlighted the Dec. 2 luncheon meeting of the Radio Executives Club of New York. Lt. Com. J. Clement Boyd, in charge of public relations and a member of the Naval Cadet Selection Board, outlined to the club the extensive training courses set up for all Naval flyers.

It was announced that the Dec. 9 meeting would be "United Press" day, and key correspondents from Tokio and Berlin would give the club background news on personal experiences in those war capitals. In addition, the Radio Executives Club will participate in the Dec. 8 meetings of the NAB District 2 sessions to be held at the Hotel Roosevelt, New York.

Dept. Store

(*Continued from page 11*)

cally everyone. Lit Brothers' present program pattern reaches housewives, shoppers, men sport fans, noontime news listeners, and children, but we do not feel that our radio radius has been completely covered. We are still working on possibilities for an evening show which will appeal to the whole family. Such a show would round out our program pattern to include a general audience group, as well as several separate groups.

Store Talent

A talent controversy often crops up in department store-radio plans. Some stores feel it is essential to have talent come directly from the store itself, in order to properly put the sales message across. We do not feel store talent is essential for that purpose. However, because of the nature of the programs and close tie-ins between results and store organization we do use store talent on three of the four programs. On the other hand, Sportscaster Hal Simonds is a WFIL man, the m.c. of *Shopper at the Mike* is a WFIL man, and A. D. is a writer for a Philadelphia newspaper.

One bogey that turns up with annoying regularity in the question of department store-radio affairs, particularly in program production, is the costs problem. The greatest difficulty in exercising this evil spirit is the lack of specific figures of radio unit costs versus direct sales results—which makes highly dubious any attempts at exact comparison, for example, with newspaper costs and results. Lit Brothers feels, however, that for what we ask of radio, in institutional value, store promotion and goodwill, the cost is quite moderate; in relation to other more important factors, it is inconsequential.

The crux of the present radio-department store problem appears to me to be a matter of education—education of department stores to the possibilities, limitations and correct use of radio, and education of radio stations to the organization and aims of a department store.

When department stores realize that radio advertising effectiveness grows in direct proportion to the length of time it is heard, they won't wonder why short-term campaigns fail to achieve desirable results.

Lit Brothers advertises 52 weeks out of the year. We realize that radio programs and bonds have this in common: It usually takes a definite period of time for them to mature and pay dividends. Because of the "nature" of a department store—because it contains hundreds of departments with thousands of separate items for sale, advertising of an institutional type is far more effective, in the long run, than attempts to "plug" specific products.

Of course, if only one product is to be "plugged" on a program, e.g. Fikany Shoes, on A. D. program, that is a different matter. But for other cases, there is no repetition value, no particular effect on the minds of listeners, of a program that might mention perfume one day and parkas the next.

"If I Were a . . ."

If I were a radio time salesman, anxious to tap the department store market, I would certainly not proceed as some do, to contact store management immediately with an offer of radio time on any sustaining program we had at the moment. First of all, I would study that particular store; learn its policies; how they were trying to accomplish the store's aims; how nearly they were succeeding.

After thorough research, I would get in touch with the management and say, "I have noticed what Blank Brothers has been trying to do; I believe your problems are so and so. I believe our station may be of some help to you in solving them."

I would be fortified with the facts behind that statement. After a discussion of the store's problems, I would return to the station, where with the cooperation of station executives, a program series would be developed to fit the special needs of that store.

Definite Scheme

Then, with concrete, specific program suggestions, I would be able to make a definite offer of program and time to store management—an offer individually tailored to their needs. If that type of study and research were done for each store before a salesman offered the store either program or time, there would be far less feeling among department store executives against radio advertising; there would be a far greater degree of success in advertising carried out.

The successful cooperation of Lit Brothers and WFIL indicates to me that mutual understanding of department stores and radio stations should not be very difficult to achieve—particularly if the radio station will put more of its time on the department store's problem, and the department store will put more of its time on the air.

STRANGE COINCIDENCE marks the adjacent placement of billboards of WIND, Gary-Chicago, and the *Chicago Sun*, each promoting selected news as the central theme, in the same color schemes and using the same areas for their exploitation. Ironically the combined message reads, "War News, The Truth, *The Chicago Sun*" and "For the Best News Service, Tune in W-I-N-D". WJWC, Chicago, broadcasts the *Chicago Sun* air edition, featuring Clifton Utley several times each day

KWBW, Hutchinson, Kan., has named Radio Adv. Corp. as national representative, effective Dec. 1. The station joined NBC Nov. 22 as an affiliate.

No. 12 of a Series

HALIFAX

NOVA SCOTIA:

Central Depot for World Export

HALIFAX is the one Canadian port that is "always open to all shipping", being ice-free and easy of access in all weathers. It has no tidal extremes (4 to 6 ft.) and is so naturally endowed and magnificently equipped that it is the only harbour in America, aside from New York, which can dock ships of the Queen Elizabeth class.

Five railways serve Halifax, two transcontinental and three provincial, and have access to twenty large waterfront transit sheds, heated, or with cold storage facilities available for perishable products. Its modern grain elevator has two and a half million bushels' capacity. In aviation its strategic location is ideal.

With Halifax as a location you can make the most of the Nova Scotian market.

INVESTIGATE

NOVA SCOTIA

Radio Broadcasting Station

CHNS

HALIFAX, NOVA SCOTIA, CANADA

Nat. Rep.—Joe Weed & Co., New York

kglo

MASON CITY, IOWA

Bought any bacon lately? If so, you KNOW why farmers in this territory have plenty "do-re-mi" to lay on the line.

DIP INTO THE PORK BARREL MARKET

NOW 5000 WATTS

Old 1000 watt rates are still in effect

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

WHKY

HICKORY

NORTH CAROLINA

5,000 WATTS

1,000 WATTS

For complete details write HOWARD H. WILSON CO.

Chicago - New York - Kansas City
San Francisco - Hollywood

1290 KC BLUE NETWORK

rs. Lewis Finds Listener Resentment t Heavy Schedules of War Campaigns

OWING discontent with over- sive war drives and propa- and a definite resentment at abuse of patriotism by ra- advertisers are among the lis- reactions reported by Mrs. hy Lewis who, as coordina- of listener activities of the AB has just completed a two- th tour of the country.

Mrs. Lewis conducted about 17 ferences on the subject "Radio res the War and the Post-War a," in which she outlined the t and nature of American ra- 's wartime participation, with eners revealing their reactions current radio material.

Too Many War Plays?

While in general openly approv- the manner in which radio is ving the war effort, listeners room for improvement. As to ry schedules for war drives, eners reported messages would be going in one ear and out other. It was learned that re stations created their own s, results were "phenomenal". y suspected that news is being choanalyzed for them and fear were being conditioned by ernment agencies. They were rted to be eager for "more s, more direct," provided it did aid the enemy.

Most groups were unanimously favor of a weekly summary of by Elmer Davis, OWI chief, erably late Sunday afternoon evening. Station representatives ed for a "judicious use of the pencil" on OWI material, indi- g also that material should be ed closer to the local station ture.

"Children in Wartime" was the subject of a series of conferences lead by Mrs. Lewis, and attended by state and local leaders of civic welfare organizations, educators and broadcasters. Mrs. Lewis reports that new radio councils are being formed in a number of communities, including Toledo, Mankata, Fargo, Omaha, Des Moines, Kansas City, Wichita, Inter-Mountain Area, Missoula, Spokane, Sacramento, San Francisco, Oakland, and suburban Los Angeles.

Resuming her travels, Mrs. Lewis left Washington Dec. 3 for a short trip through Ohio and New York. On Dec. 4 she spoke at a luncheon of the Radio Council of Greater Cleveland.

a Big Future . . .

elling Power
HARTFORD
LOWEST PRICE

Fund Sought to Aid Reporters Abroad

Overseas Press Club Moving To Help Correspondents

PROMPTED by the realization that American correspondents and commentators serving abroad share the same trials and dangers as the armed forces, and calling attention to the fact that nine press and radio representatives have been killed in the war to date, the Overseas Press Club of America last week took action towards establishment of a "correspondent's fund," at a meeting of its board of governors, Nov. 30.

Announcement was made by Lowell Thomas, president of the club and BLUE commentator. The fund will be launched with the American premiere of Noel Coward's film, "In Which We Serve", at the Capitol Theater, New York, Dec. 23.

The fund has been set up to give aid, in the event of illness, injury or death resulting from service, to "deserving men and women who have served the American press, radio, newsreels and allied American services of public information in foreign lands or outside the continental borders of the United States." Wife, child, or other immediate dependent of a person losing his life in service will be provided for by the fund, as will those no longer actively engaged in the public information field. Finances will be devoted principally to the aid of freelance correspondents or those on special missions who are not protected by insurance.

Nineteen American correspondents have been hurt or wounded since the war started in September, 1939, according to a count reported by Walter E. Schneider in *Editor & Publisher*, recently.

Administrators of the fund are: Lowell Thomas, H. V. Kaltenborn, NBC commentators; Johannes Steel, commentator of WMCA, New York; Wythe Williams, commentator of WHN, New York, and other members of the board of governors of the Press Club.

Appeal for Radios

BUNDLES for Britain Inc., New York, has issued an appeal for funds to purchase radios for British troops in Africa, stating also it would welcome second-hand radios in good condition. The appeal followed a message from England stating, "We know how much radio contributes to morale, especially the programs of music which give immortal strength to those who listen."

WQAM Women's Day

AS A *Minute Women at War Week* stunt, WMAQ, Miami, turned the station over to women from 6:30 a.m. to 6:30 p.m. Nov. 27 and thereby sold $20,100 worth of War Bonds. Six women, working in two-hour shifts, made all station breaks, handled sustaining programs and made bond selling talks. Purchases ranged from scores of $25 bonds to one order for $5,100 in $100 bonds to be used as Christmas gifts for 30 grandchildren.

Series for Latins

ORIGINATING in the studios of WMCA, New York, but not heard locally, *The Magazine of the Air*, Portuguese program featuring Raymond Paige's orchestra and guest soloists, is transmitted by direct line to Rio de Janeiro, under the auspices of the Coordinator of Inter-American Affairs.

AT&T Is Denied Delay In Long Distance Probe

ACTING on the AT&T motion for continuance of the rate reduction hearing scheduled for Dec. 16, the FCC denied the request and ordered the respondent to appear on that date with all evidence then prepared plus an outline of the other evidence to be prepared and the time it would take to prepare it.

This action followed an explanation by the company earlier last week that reduction of rates for long distance toll service "would interfere with successful prosecution of the war," since an increase in business resulting from reduced rates was not in the public interest. The statement was a response to an FCC order directing the company to show cause why rates for its long distance lines department should not be reduced [BROADCASTING, Nov. 30].

This reply also represents an answer to Chairman Fly's assertion that such a reduction in cost would increase the number of network affiliates. Coincident with the reply, AT&T had sought the postponement.

To Pick War Song

BEST WAR SONG to be published professionally during the year ending Dec. 7, 1942, has been selected by a board of judges representing the radio and music fields, and will be announced on NBC's *Hit Parade* Dec. 12. Barry Wood, singer, instituted the award. A plaque will be presented to the writer of the winning song.

IN THE RADIO LIMELIGHT
a series of informative articles for radio advertisers and time buyers, prepared by The Branham Company

RADIO STATION KRLD DALLAS, TEXAS
The TIMES HERALD Station
50,000 WATTS *1080 Kc.* *CBS Network*
C. W. REMBERT, *Station Manager*

Two markets for the price of one!

KRLD, oldest and biggest CBS affiliate in Texas covers the vast market of North Texas and Southern Oklahoma, delivering *both* Dallas and Ft. Worth.

These two cities — with close to 600,000 metropolitan population, will show a combined retail sales gain of $67,550,000 for 1942 over 1941, "Sales Management" Magazine estimates.

In an area of 1,423,508 radio families, you get, with KRLD's 50,000 watts, the metropolitan markets of Dallas and Ft. Worth *and* the big rural audience in towns and on farms of North Texas and Southern Oklahoma. Ask about KRLD's phenomenal performance on mail . . .

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

XUM

Midway Battle Movies Shown to Club in N. Y.

MOVING pictures of the battle of Midway together with a movie of the training course of the Chapel Hill Naval Cadets highlighted the Dec. 2 luncheon meeting of the Radio Executives Club of New York. Lt. Com. J. Clement Boyd, in charge of public relations and a member of the Naval Cadet Selection Board, outlined to the club the extensive training courses set up for all Naval flyers.

It was announced that the Dec. 9 meeting would be "United Press" day, and key correspondents from Tokio and Berlin would give the club background news on personal experiences in those war capitals. In addition, the Radio Executives Club will participate in the Dec. 8 meetings of the NAB District 2 sessions to be held at the Hotel Roosevelt, New York.

Dept. Store

(*Continued from page 11*)

cally everyone. Lit Brothers' present program pattern reaches housewives, shoppers, men sport fans, noontime news listeners, and children, but we do not feel that our radio radius has been completely covered. We are still working on possibilities for an evening show which will appeal to the whole family. Such a show would round out our program pattern to include a general audience group, as well as several separate groups.

Store Talent

A talent controversy often crops up in department store-radio plans. Some stores feel it is essential to have talent come directly from the store itself, in order to properly put the sales message across. We do not feel store talent is essential for that purpose. However, because of the nature of the programs and close tie-ins between results and store organization we do use store talent on three of the four programs. On the other hand, Sportscaster Hal Simonds is a WFIL man, the m.c. of *Shopper at the Mike* is a WFIL man, and A. D. is a writer for a Philadelphia newspaper.

One bogey that turns up with annoying regularity in the question of department store-radio affairs, particularly in program production, is the costs problem. The greatest difficulty in exercising this evil spirit is the lack of specific figures of radio unit costs versus direct sales results—which makes highly dubious any attempts at exact comparison, for example, with newspaper costs and results. Lit Brothers feels, however, that for what we ask of radio, in institutional value, store promotion and goodwill, the cost is quite moderate; in relation to other more important factors, it is inconsequential.

The crux of the present radio-department store problem appears to me to be a matter of education—education of department stores to the possibilities, limitations and correct use of radio, and education of radio stations to the organization and aims of a department store.

When department stores realize that radio advertising effectiveness grows in direct proportion to the length of time it is heard, they won't wonder why short-term campaigns fail to achieve desirable results.

Lit Brothers advertises 52 weeks out of the year. We realize that radio programs and bonds have this in common: It usually takes a definite period of time for them to mature and pay dividends. Because of the "nature" of a department store—because it contains hundreds of departments with thousands of separate items for sale, advertising of an institutional type is far more effective, in the long run, than attempts to "plug" specific products.

Of course, if only one product is to be "plugged" on a program, e.g. Fikany Shoes, on A. D. program, that is a different matter. But for other cases, there is no repetition value, no particular effect on the minds of listeners, of a program that might mention perfume one day and parkas the next.

"If I Were a . . ."

If I were a radio time salesman, anxious to tap the department store market, I would certainly not proceed as some do, to contact store management immediately with an offer of radio time on any sustaining program we had at the moment. First of all, I would study that particular store; learn its policies; how they were trying to accomplish the store's aims; how nearly they were succeeding.

After thorough research, I would get in touch with the management and say, "I have noticed what Blank Brothers has been trying to do; I believe your problems are so and so. I believe our station may be of some help to you in solving them."

I would be fortified with the facts behind that statement. After a discussion of the store's problems, I would return to the station, where with the cooperation of station executives, a program series would be developed to fit the special needs of that store.

Definite Scheme

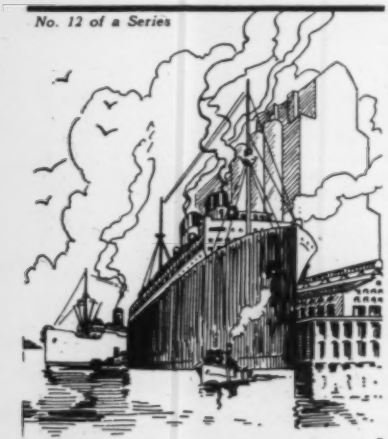
Then, with concrete, specific program suggestions, I would be able to make a definite offer of program and time to store management—an offer individually tailored to their needs. If that type of study and research were done for each store before a salesman offered the store either program or time, there would be far less feeling among department store executives against radio advertising; there would be a far greater degree of success in advertising carried out.

The successful cooperation of Lit Brothers and WFIL indicates to me that mutual understanding of department stores and radio stations should not be very difficult to achieve—particularly if the radio station will put more of its time on the department store's problem, as the department store will put more of its time on the air.

STRANGE COINCIDENCE marks the adjacent placement of billboards of WIND, Gary-Chicago, and the *Chicago Sun*, each promoting selected news as the central theme, in the same color schemes and using the same areas for their exploitation. Ironically the combined message reads, "For War News, The Truth, *The Chicago Sun*" and "For the Best News Service, Tune in W-I-N-D". WJWC, Chicago, broadcasts the *Chicago Sun* air edition, featuring Clifton Utley several times each day

KWBW, Hutchinson, Kan., has named Radio Adv. Corp. as national representative, effective Dec. 1. The station joined NBC Nov. 22 as an affiliate.

No. 12 of a Series



HALIFAX

NOVA SCOTIA:

Central Depot for World Export

HALIFAX is the one Canadian port that is "always open to all shipping", being ice-free and easy of access in all weathers. It has no tidal extremes (4 to 6 ft.) and is so naturally endowed and magnificently equipped that it is the only harbour in America, aside from New York, which can dock ships of the Queen Elizabeth class.

Five railways serve Halifax, two transcontinental and three provincial, and have access to twenty large waterfront transit sheds, heated, or with cold storage facilities available for perishable products. Its modern grain elevator has two and a half million bushels' capacity. In aviation its strategic location is ideal.

With Halifax as a location you can make the most of the Nova Scotian market.

INVESTIGATE

NOVA SCOTIA

Radio Broadcasting Station

CHNS

HALIFAX, NOVA SCOTIA, CANADA

Nat. Rep.—Joe Weed & Co., New York

kglo

MASON CITY, IOWA

Bought any bacon lately? If so, you KNOW why farmers in this territory have plenty "do-re-mi" to lay on the line.

DIP INTO THE PORK BARREL MARKET

NOW 5000 WATTS

Old 1000 watt rates are still in effect

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

WHKY

HICKORY

NORTH CAROLINA

5,000 WATTS

1,000 WATTS

For complete details write

HOWARD H. WILSON CO.

Chicago • New York • Kansas City

San Francisco • Hollywood

1290 KC. BLUE NETWORK

rs. Lewis Finds Listener Resentment t Heavy Schedules of War Campaigns

OWING discontent with over- sive war drives and propa- and a definite resentment inst abuse of patriotism by ra- advertisers are among the lis- reactions reported by Mrs. thy Lewis who, as coordina- of listener activities of the AB has just completed a two- th tour of the country.

Mrs. Lewis conducted about 17 ferences on the subject "Radio ves the War and the Post-War a," in which she outlined the ent and nature of American ra- 's wartime participation, with eners revealing their reactions current radio material.

Too Many War Plays?

While in general openly approv- the manner in which radio is ving the war effort, listeners room for improvement. As to ary schedules for war drives, eners reported messages would be going in one ear and out other. It was learned that ere stations created their own ws, results were "phenomenal". y suspected that news is being choanalyzed for them and fear were being conditioned by vernment agencies. They were orted to be eager for "more , more direct," provided it did aid the enemy.

Most groups were unanimously favor of a weekly summary of s by Elmer Davis, OWI chief, derably late Sunday afternoon evening. Station representatives ed for a "judicious use of the pencil" on OWI material, indi- ng also that material should be ed closer to the local station ture.

"Children in Wartime" was the subject of a series of conferences lead by Mrs. Lewis, and attended by state and local leaders of civic welfare organizations, educators and broadcasters. Mrs. Lewis reports that new radio councils are being formed in a number of communities, including Toledo, Mankata, Fargo, Omaha, Des Moines, Kansas City, Wichita, Inter-Mountain Area, Missoula, Spokane, Sacramento, San Francisco, Oakland, and suburban Los Angeles.

Resuming her travels, Mrs. Lewis left Washington Dec. 3 for a short trip through Ohio and New York. On Dec. 4 she spoke at a luncheon of the Radio Council of Greater Cleveland.

a Big Future . . .

elling Power
HARTFORD
LOWEST PRICE

Fund Sought to Aid Reporters Abroad

Overseas Press Club Moving To Help Correspondents

PROMPTED by the realization that American correspondents and commentators serving abroad share the same trials and dangers as the armed forces, and calling attention to the fact that nine press and radio representatives have been killed in the war to date, the Overseas Press Club of America last week took action towards establishment of a "correspondent's fund," at a meeting of its board of governors, Nov. 30.

Announcement was made by Lowell Thomas, president of the club and BLUE commentator. The fund will be launched with the American premiere of Noel Coward's film, "In Which We Serve", at the Capitol Theater, New York, Dec. 23.

The fund has been set up to give aid, in the event of illness, injury or death resulting from service, to "deserving men and women who have served the American press, radio, newsreels and allied American services of public information in foreign lands or outside the continental borders of the United States." Wife, child, or other immediate dependent of a person losing his life in service will be provided for by the fund, as will those no longer actively engaged in the public information field. Finances will be devoted principally to the aid of freelance correspondents or those on special missions who are not protected by insurance.

Nineteen American correspondents have been hurt or wounded since the war started in September, 1939, according to a count reported by Walter E. Schneider in *Editor & Publisher*, recently.

Administrators of the fund are: Lowell Thomas, H. V. Kaltenborn, NBC commentators; Johannes Steel, commentator of WMCA, New York; Wythe Williams, commentator of WHN, New York, and other members of the board of governors of the Press Club.

Appeal for Radios

BUNDLES for Britain Inc., New York, has issued an appeal for funds to purchase radios for British troops in Africa, stating also it would welcome second-hand radios in good condition. The appeal followed a message from England stating, "We know how much radio contributes to morale, especially the programs of music which give immortal strength to those who listen."

WQAM Women's Day

AS A *Minute Women at War Week* stunt, WMAQ, Miami, turned the station over to women from 6:30 a.m. to 6:30 p.m. Nov. 27 and thereby sold $20,100 worth of War Bonds. Six women, working in two-hour shifts, made all station breaks, handled sustaining programs and made bond selling talks. Purchases ranged from scores of $25 bonds to one order for $5,100 in $100 bonds to be used as Christmas gifts for 30 grandchildren.

Series for Latins

ORIGINATING in the studios of WMCA, New York, but not heard locally, *The Magazine of the Air*, Portuguese program featuring Raymond Paige's orchestra and guest soloists, is transmitted by direct line to Rio de Janeiro, under the auspices of the Coordinator of Inter-American Affairs.

AT&T Is Denied Delay In Long Distance Probe

ACTING on the AT&T motion for continuance of the rate reduction hearing scheduled for Dec. 16, the FCC denied the request and ordered the respondent to appear on that date with all evidence then prepared plus an outline of the other evidence to be prepared and the time it would take to prepare it.

This action followed an explanation by the company earlier last week that reduction of rates for long distance toll service "would interfere with successful prosecution of the war," since an increase in business resulting from reduced rates was not in the public interest. The statement was a response to an FCC order directing the company to show cause why rates for its long distance lines department should not be reduced [BROADCASTING, Nov. 30].

This reply also represents an answer to Chairman Fly's assertion that such a reduction in cost would increase the number of network affiliates. Coincident with the reply, AT&T had sought the postponement.

To Pick War Song

BEST WAR SONG to be published professionally during the year ending Dec. 7, 1942, has been selected by a board of judges representing the radio and music fields, and will be announced on NBC's *Hit Parade* Dec. 12. Barry Wood, singer, instituted the award. A plaque will be presented to the writer of the winning song.

IN THE RADIO LIMELIGHT
a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION KRLD DALLAS, TEXAS
The TIMES HERALD Station
50,000 WATTS *1080 Kc.* *CBS Network*
C. W. REMBERT, *Station Manager*

Two markets for the price of one!

KRLD, oldest and biggest CBS affiliate in Texas covers the vast market of North Texas and Southern Oklahoma, delivering *both* Dallas and Ft. Worth.

These two cities — with close to 600,000 metropolitan population, will show a combined retail sales gain of $67,550,000 for 1942 over 1941, "Sales Management" Magazine estimates.

In an area of 1,423,508 radio families, you get, with KRLD's 50,000 watts, the metropolitan markets of Dallas and Ft. Worth *and* the big rural audience in towns and on farms of North Texas and Southern Oklahoma. Ask about KRLD's phenomenal performance on mail . . .

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

UP's Service Is Added By Crosley to Newsroom

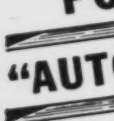
ADDITION of UP service to the newsroom of WLW-WSAI, Cincinnati, was announced last week by James D. Shouse, vice-president of Crosley Corp., to establish the station's newsroom as the first in the area to be served by AP, UP and INS, in addition to the Reuter's European news service.

This addition marks another step in the planned expansion of the news department, according to Mr. Shouse, and he reviewed the addition of personnel as well as services to the newsroom. Currently the WLW staff includes William Dowdell, editor of the news rooms; Gregor Zeimer, Carroll D. Alcott, Arthur Reilly and John Stinson. William H. Hessler, foreign editor of the *Cincinnati Enquirer*, also joins in special broadcasts. WSAI's newsrom includes Milton Chase, Carlton Boudette, Cecil Hale and Bob Bentley.

Federal Gets 'M'

FEDERAL RADIO & Telephone Corp., Newark, equipment manufacturing subsidiary of IT&T, was among nine manufacturing plants designated for Maritime Commission honors in production of materials for the Victory fleet, H. L. Vickery, vice-chairman of the Maritime Commission, announced last week. The firm will receive the Maritime "M" pennant, Victory Fleet flag, and labor merit badges for its employes at award ceremonies later this month.

POSTAL "AUTOMATIC"* SMASHES TELEGRAPH SPEED RECORDS



NOW READY

Only POSTAL TELEGRAPH HAS IT! So next time you have messages that *must* get through . . . messages that call for *extra* speed and *extra* accuracy (at *no* extra cost) . . .

CALL Postal Telegraph

For your convenience, charges for telegrams telephoned in appear on your telephone bill

*For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.

Mr. A's Plug Studies

BY MAURICE CONDON

The busy office of the station's commercial continuity writer is invaded by K. W. Amplistat, on his mission of isolating cliches in radio.

Q. What is your work?

A. I'm the commercial continuity writer. When the salesman brings in a new client, I have to write the announcements.

Q. That is an important job. What are some of the accounts?

A. Restaurants, jewelers, florists, clothing stores — anything and everything.

Q. Let's try some copy for the local jeweler. His firm is what?

A. A reliable, friendly store.

Q. How will you describe his stock?

A. Ample, varied.

Q. Does he carry diamonds?

A. There is a large selection of quality, blue-white stones priced to suit every purse.

Q. The listener is urged to buy a diamond for whom?

A. For *the* girl—for the girl of your choice—the one and only—or that very special someone.

Q. Why?

A. A gorgeous, sparkling diamond is every woman's heritage. The symbol of eternal love and devotion.

Q. Will the recipient appreciate it?

A. She fill cherish it always.

Q. I imagine, then, it is an attractive stone?

A. Breathtaking in its loveliness.

Q. Is the mounting suitable?

A. The scintillating beauty of the diamond is enhanced by the distinctive mounting, a worthy setting for this precious gem.

Q. Are there watches for sale?

A. A large variety of dependable watches.

Q. How about silverware?

A. An indispensable adjunct to gracious living is beautiful silverware. Here I bring in the gleam of candles and the snowy linen of the dinner table.

Q. A compelling picture. What is that you are preparing to write?

A. We just sold a dog food account.

Q. From diamonds to dog food! Versatility indeed! What will you say to urge dog owners to purchase this brand?

A. I start it with a dog barking.

Q. Why?

A. Then I write: "If your dog could talk, he'd demand Canine Choice."

Q. I see, personalize the dog. And why should he demand it?

A. Because it gives him a properly balanced diet—it's appetizing and nourishing and vitamin enriched.

Q. What will it do for the dog?

A. Give him plenty of pep and energy, bring back the bright sparkle to his intelligent eye, return that sleek, glossy, healthy look to his coat.

Q. How do dogs regard Canine Choice?

A. They crave it.

Q. What will the reaction of the master be?

A. He'll be surprised with its economy. And it's easy to serve.

Q. Is there any other reason why the dog deserves this brand?

A. The dog is man's best friend; he deserves the best.

Q. Excellent. Now what do we have?

A. Chrysanthemum Corner—it's a florist.

Q. And flowers are—

A. The most flattering of all gifts. The perfect gift. The gift from the heart. The gift that speaks for you.

Q. They—

A. Cast radiant cheer, brighten up the home. Flowers lead the way to a woman's heart.

Q. Then if I'm in doubt—

A. Send flowers.

Q. Thank you. Why are you drooling?

A. I am getting ready to write a spot for Sam's Steakburgers.

Q. And what are they like?

A. They are delicious, toothsome, mouth-wateringly good. They are made from selected cuts of the finest meats.

Q. How are they prepared?

A. Carefully, skillfully.

Q. And they reach me—

A. Sizzlingly hot, ready to melt in your mouth.

Q. On what is the steakburger placed?

A. On a big, crisp, golden-toasted bun, with plenty of rich creamery butter. The taste-tantalizing flavor is heightened by tangy relish, catsup or mustard.

Q. And coffee?

A. And a cup of steaming, fragrant coffee.

Q. When should I go to Sam's?

A. Now! Right Away!

Q. Is there anything else?

A. Yes, take home a bag of Sam's Steakburgers, famed for their super-goodness. The family will love 'em.

Q. Suppose you are writing an announcement for a public event?

A. Then it's bigger and better than ever—a show you won't want to miss—a top flight extravaganza —a gargantuan spectacle. Get your tickets today!

Q. What about a cosmetic account?

A. They say that beauty is only skin deep—protect that natural beauty.

Q. Is the cosmetic product well liked?

A. A favorite with discriminating women. It's a precious tribute to beauty.

Q. If you mention blemishes, how will you describe them?

A. Unsightly blemishes.

Q. And this product leaves the skin how?

A. Delightfully fresh, soft as touchable as rose petals.

Q. How about soap flakes?

A. I bear heavy on the sa angle.

Q. And what are the suds?

A. They are gentle, soft, cream foamy.

Q. How do you describe the quantity?

A. There are mounds of, piles handfuls of, oodles of, and mou tains of.

Q. Do these soap flakes cu grease?

A. They cut, zip through, banis chase.

Q. With what speed?

A. With lightning speed, in jiffy, in jigtime, or before you co say presto.

Q. Then dishes are—

A. Beautifully clean, sparklin or glittering.

Q. Washes are—

A. Snowy white, dazzling white. And sweet smelling!

Q. When you write of a sto sale, what is it?

A. An opportunity: unpara leled, or grand, or unusual, or re markable or exceptional. Some times all of these.

Q. Does it offer savings?

A. Substantial, great, unbelie able, tremendous, unheard-of.

Q. Prices, then have been—

A. Cut, slashed, lowered without regard to profit. Also reduce drastically.

Q. In the face of what?

A. Difficult market conditions.

Q. What will I remember?

A. You will long remember thi greatest value event of the year.

Q. I see. Why are you rappi your knuckles on the desk?

A. I may use it as an opene Sound effect of knocking—the "Opportunity knocks!" See?

Q. Yes.

A. Or a bell. "Spelvin Rings th Bell for Bargains!"

Q. I see.

A. Or a police whistle. "Stop Spelvin's and Save!"

Q. Hm-m-m—

A. Or a locomotive toot. "Stop Look—Listen! Sensational Savin at Spelvin's!"

Q. Er. . . .

A. Or a lion's roar. "Get th lion's share of the savings at Spe vin's!"

Q. I think—

A. Or an avalanche. "A lan slide of big bargains at Spelvin's See? Hey, Mr. Amplistat! What that you're doing?

Q. It's a sound effect. Of a do closing. Behind me. Good day.

Choices of Students

KATHRYN CRAVENS, commenta tor of WNEW, New York, shares fi place with Gabriel Heatter, Mutu commentator, as favorite of the Stra Movie and Radio Appreciation Cl a group of 40 Brooklyn high scho students.

AGENCY Appointments

ARLEYSVILLE MUTUAL Casualty Co. of Mutual Auto Fire Insurance Co., both of Harleysville, Md., and the Camden Fire Insurance Assn., Camden, N. J., to Gray & Rogers, Philadelphia.

ALDWIN-HILL Co., Trenton, N. J. (heat insulators), to Gray & Rogers, Philadelphia.

AMOND STATE BREWERY Inc., Wilmington, Del. (beer), to Stewart-Hanlon Co., Philadelphia. H. Wachtel, general manager of the brewery, is now conferring with the agency on plans for newspaper advertising, and radio is expected to be included.

EMULSION Co., New York (chemist), to Irwin Vladimir & Co., New York, for export advertising. No radio planned.

ANAN & SON Inc., Chicago (shoes), to Oren Arbogust Adv., Chicago.

ME COLA Co., Montgomery, Ala. (drink), to Associated Adv. Agency, Los Angeles.

ITAMIN NUTRITION Products, Chicago (Vitapac), to Schwimmer & Scott, Chicago. Will use newspapers, magazines, and radio.

EWIS, HUBBARD & Co., Charleston, W. Va. (Conquest wheat cream cereal), to Robert Porter King, Parkersburg, W. Va. Newspapers, outdoor and radio to be used.

ONEA Inc., Chicago (perfume), to Frank R. Steel Associates Inc., Chicago. Magazines, newspapers, trade papers and radio to be used.

ENCE MACARONI MFG. Co., Lowell, Mass., to Van Dolen, Givaudan & Masseck, New York. Spot broadcasting scheduled to start on several New England stations Dec. 1, temporarily held up by celiophane shortage.

ORTHWESTERN BELL Telephone Co., [Minneapolis Division], to BBDO, Minneapolis.

AROS TEXTILES Co., Bethlehem, Pa. (lingerie) to Lewis & Gilman, Philadelphia.

MPERIAL CHEMICAL Industries Ltd., Calcutta, to J. Walter Thompson Co., Calcutta. Public relations now in preparation for release in January.

Food Reports Shifted

TO IMPROVE service to consumer listeners, OPA has requested the Agricultural Marketing Administration to assume responsibility beginning Dec. 3 for issuance of the weekly "best buys" reports to radio stations, covering market supplies and price trends of fruits and vegetables, it was announced last week by Elwyn T. Rowell, head of the Radio and Market News Section of the AMA. The releases will be available to all radio stations and will be issued locally each Thursday afternoon from approximately 50 AMA centers throughout the United States. Previously OPA had prepared the market releases based on information supplied by the Quartermaster Corps through their purchases of food for military forces. The reports were issued by OPA headquarters. The radio releases, titled "Wartime Food Bulletin", will feature Victory food specials, current supplies and price trends in local areas of fruits, vegetables and other foods.

Firestone's 15th Year

ENTERING its fifteenth year on NBC, Monday, Dec. 7, *The Voice of Firestone* marks 14 years of almost continuous broadcasting, sponsored by Firestone Tire and Rubber Co., Akron, O. Sweeney & James Co., Cleveland, is agency.

CONGRATS FOR KOA as James R. McPherson, general manager of KOA, Denver, extends his mitt to Gil Verba, chief announcer of the station, at the formal presentation of a ring to Verba signifying the winning of the H. P. Davis Memorial Announcers Award for 1942 in the Mountain Time Zone. Watching are (standing l to r): Mr. McPherson; Mr. Verba; Clarence C. Moore, program director. Seated at roundtable are announcers Andrew Gainey and Steve Robertson, and production manager T. E. Stepp. Another member of KOA's announcing staff received the award last year, Ed Brady, now a lieutenant in the Army Air Forces.

HECKER, BEST FOODS MERGER PROPOSED

APPROVAL of stockholders of Hecker Products Corp., New York, will be sought at a special meeting Dec. 29 during which the proposal to combine Hecker and Best Foods Inc. into a single operating company at the end of 1942 will be discussed, it was announced last week by William J. Wardall, Chairman of Hecker.

The stockholders will be asked to approve the move, adopt the name of Best Foods as the designation of the combined company and charge off the item of goodwill which results from the merger to a combined capital surplus in the amount of $16,652,344.

The merger proposal follows recent purchase by Hecker of General Foods Corp.'s 29% interest in Best Foods, giving Hecker 100% ownership [BROADCASTING, Nov. 2]. Hecker at present is conducting an intensive spot radio and newspaper campaign for its H-O oats, Presto Self-Rising Flour, enriched cream farina, and Hecker and Ceresota brands of family flour, all of which are placed by Arthur Kudner Inc., New York.

IREENE WICKER, known as "The Singing Story Lady," on CBS, has been named coordinator of radio in the child care, development and protection department, Civilian Defense Volunteer Office, New York.

PABST TO SPONSOR PRO GRID WINDUP

PABST SALES Corp., Chicago, which has been sponsoring professional football broadcasts in seven cities during the past season, on Dec. 13 will sponsor exclusive Mutual coverage of the 1942 pro football championship game between the Chicago Bears, western division winners, and the Washington Redskins, eastern title holders. Played at Griffith Stadium, Washington, the game will be broadcast at 1:45 p.m. to its finish on over 60 Mutual stations throughout the country.

Harry Wismer, well-known BLUE football announcer, will handle the play-by-play account, assisted by two "color" men, Russ Hodges, who has been handling the Redskin games on WOL, Washington, and Jack Dreese, announcer for the Bears on WENR, Chicago. All three will donate their entire salary for the game to one of the armed forces relief societies.

Agency handling pro football games sponsored by Pabst through Jan. 1, 1943, is Lord & Thomas, New York, although Warwick & Legler, New York, was recently appointed for all other advertising by Pabst for its beer. [BROADCASTING, Oct. 26].

MORNING Morning Listeners in PEORIAREA

WMBD	55.3%
Station "A"	19.3%
Station "B"	8.2%
Station "C"	6.6%
Station "D"	5.3%
All Others	5.3%

NOON Afternoon Listeners in PEORIAREA

WMBD	50.3%
Station "A"	20.7%
Station "B"	10.8%
Station "C"	8.4%
Station "D"	5.9%
All Others	3.9%

NIGHT Evening Listeners in PEORIAREA

WMBD	39.1%
Station "A"	29.5%
Station "B"	12.5%
Station "C"	10.2%
Station "D"	8.2%
All Others	0.5%

Impressive PERFORMANCE

WMBD is undisputed leader in community interest and civic progress in Peoriarea. That's why radio listeners look to WMBD for the finest entertainment—why both local and national advertisers look to WMBD to carry the sales load.

Morning, Noon and Night . . .

C. C. Chappelle surveys show the enviable position WMBD holds in the Peoriarea—see charts at left. They'll guide you, too, in budgeting advertising to sell Peoriarea.

WMBD THE HEART OF ILLINOIS
PEORIA · ILLINOIS

Write for full information telling how folks listen and buy through WMBD.

FREE & PETERS, Inc.
Exclusive National Representatives

WMBD is a member of CBS network

V
20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC Basic Red
5000 WATTS AT 570 KC.
The Perfect Combination

XUM

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 28 TO DECEMBER 4 INCLUSIVE

Decisions . . .

NOVEMBER 30

KMPC, Beverly Hills, Cal.—Granted license to cover CP increase power, etc.

WWNY, Watertown, N. Y.—Granted license to cover CP increase power, etc.

KGCX, Sidney, Mont.—Granted modification of license to change location of main studio to Main St., Sidney.

WCAO, Baltimore—Granted license to cover CP increase power, etc.

NEW, Butler Broadcasting Corp., Hamilton, O.—Denied CP for new standard broadcast station: vacated proposed findings and conclusions adopted Feb. 17, 1942 (Supplemental findings).

WBRE, Wilkes-Barre, Pa.—Denied without prejudice application for CP for satellite station at Scranton, Pa., to operate with 100 w power, simultaneously with WBRE (Order making final proposed findings).

W8XO, Crosley Corp., Cincinnati—Denied application for CP to increase power of developmental broadcast station. Further ordered that outstanding license for operation of W8XO be terminated effective Jan. 1, 1943 (Decision and Order).

DECEMBER 1

WNYC, New York—Granted application (Commissioners Case and Craven dissenting) for Special Service Authorization to change hours of operation from limited to 6 a.m. to 10 p.m. with power of 1 kw., using non-directional antenna between local sunrise and sunset at Minneapolis, and directional antenna prior to local sunrise and from local sunset at Minneapolis until 10 p.m., adjusted so as to radiate approximately 56 m/v in direction of WCCO; antenna readjustments subject to approval of chief engineer; also granted authority to replace portions of phasing equipment.

KHUB, Watsonville, Cal.—Granted consent to voluntary assignment of license of KHUB from John P. Scripps to Luther E. Gibson, without prejudice to any action under Order No. 79.

KOCY, Oklahoma City—Granted consent to relinquishment of control of KOCY from M. S. McEldowney to Plaza Court Broadcasting Co., John D. Thomas and C. E. Johnson, by transferee's purchase of 300 shares or 32.6% of the issued and outstanding stock of licensee for $30,000.

WOOD-WASH, Grand Rapids, Mich.—Granted application of WOOD for license to cover CP 5 kw. 1300 kc. Set for hearing modification of WASH license to authorize operation with new equipment authorized for station WOOD, affirming Com. Craven's denial for temporary authority to WASH to operate WOOD's transmitter.

NEW, Lakes Broadcasting Co., Superior, Wis.—Set for hearing application for new high frequency (FM) broadcast station to operate on 44.500 kc., with coverage of 2,754 square miles; hours of operation: 6 D, 5 N.

WCOA, Pensacola, Fla.—Granted postponement of hearing to Jan. 18, 1943, on application for CP.

DECEMBER 2

WMIS, Natchez, Miss; WGRM, Greenwood, Miss.—Denied review of action of Nov. 18 denying motion for continuance and severance in re applications for renewal of licenses.

WLW, Cincinnati—Granted postponement of hearing to Jan. 8, 1943, on application for modification of license.

WNYE, Brooklyn—Granted license to cover CP for changes in equipment, frequency 42,100 kc, power 1000 w, special emission for FM with maximum frequency swing 75 kc.

W9XBB (mobile), Chicago area.—Granted license to cover CP authorizing new experimental television broadcast station; frequencies 384-396000 kc, 10 w, conditionally on experimental basis only.

WJW, Akron — (Commissioners Case, Craven dissenting) granted application of WJW Inc., for modification of construction permit (B2-P-3263, as modified, for change in operation from 1240 to 850 kilocycles, increase power from 250 watts to 5 kilowatts, unlimited time, with directional antenna for day and night use), to change location of the transmitter from East side of Akron-Boston Mills Road, Northhampton Township, to northwest of the intersection of Ohio State Highway No. 94 and Walling Road, Cuyahoga County, Ohio. The studios will also be moved as a result of the grant from Akron to Cleveland, and the type of the transmitter changed. The commencement and completion dates of the construction have been extended from Aug. 15, 1942 and Jan. 13, 1943, to 60 days after grant and 180 days thereafter; respectively, on the express conditions that (a) the towers associated with this station shall be marked in accordance with Section 303(q) of the Communications Act; (b) that no interference will be caused to Canadian Station CFRB, Toronto, Ontario, contrary to the provisions of North American Regional Broadcasting Agreement; (c) that the nuisance contour of CFRB shall be determined by measurements, and no construction shall take place until such measurements have been submitted and approved; and (d) subject to submission of proof of performance. Denied the petition for rehearing filed Feb. 9, 1942 by National Broadcasting Co., Inc., directed against the action of the Commission on Jan. 20, 1942, granting without hearing the application B2-P-3263 of WJW to change frequency from 1240 to 850 kilocycles, increase power from 250 watts to 5 kilowatts and install directional antenna. However, the denial was without prejudice to the filing by National Broadcasting Co., Inc., of a new petition for rehearing directed against the grant to WJW as modified by the above action.

Proposed Findings . . .

NOVEMBER 30

NEW, Herman Radner, Dearborn, Mich. (Docket No. 6220)—To deny without prejudice application for CP new standard broadcast station, in view of fact that proposal involves use of materials and personnel and is in conflict with Memorandum Opinion of April 27, 1942.

WGRC, New Albany, Ind. (Docket No. 6052)—To deny without prejudice application for CP to move transmitter locally, increase power, install new transmitter, change frequency and install directional antenna; reasons as stated for Docket No. 6220 above.

WKPT, Kingsport, Tenn. (Docket No. 6249)—Same.

KSFO, San Francisco—Same.

KQW, San Jose, Cal.—Same.

Applications . . .

DECEMBER 1

WAAB, Worcester, Mass.—License to cover CP which authorized move of transmitter and studio, increase power, install new transmitter and directional antenna.

KMA, Shenandoah, Ia.—Modification of CP for antenna, increase power, extension of completion date.

KVGB, Great Bend, Kans.—Voluntary assignment of license from Helen Townsley to KVGB Inc. (resubmitted).

W9XBT, Chicago—For renewal of experimental television broadcast station.

DECEMBER 2

WAGE, Syracuse—CP to install RCA 250-E transmitter for auxiliary purposes only; using 250 w power and employing DA-night (620 kc.)

W41MM, Winston-Salem—License to cover CP for new high frequency broadcast station.

WOC, Davenport, Ia.—License to cover CP for change in frequency, increase power, etc.

WOWO, Fort Wayne, Ind.—Extension of special service authorization to operate unlimited to April 1, 1944, and modification of license to change operating hours from simultaneous daytime and sharing nighttime with WWVA to unlimited time (1190 kc.)

DECEMBER 3

WCAO, Baltimore—License to use formerly licensed RCA 1-D-B transmitter as an auxiliary with power of 500 watts N, 1 kw, D (600 kc.).

KFEQ, St. Joseph, Mo.—Modification of CP and license to cover CP authorizing installation new transmitter and directional antenna, change in hours, increase power and move transmitter (680 kc.)

Tentative Calendar . . .

WQAM, Miami—Modification of CP for 560 kc., 1 kw. N, 5 kw. D; unlimited (Dec. 8).

WKBW, Buffalo—Renewal of license (main & aux.) for 1520 kc., 50 kw. unlimited; DA-day & night (Dec. 8).

WGR, Buffalo—Renewal of license (main & aux.) for 550 kc., 1 kw. N, 5 kw. D; unlimited; DA-night (Dec. 8).

WDSU, New Orleans; WMIS, Natchez; WGRM, Greenwood, Miss.—Consolidated hearing at PO Bldg., New Orleans (Com. Payne): WDSU, for CP for 1280 kc., 5 kw., DA-day & night; unlimited; renewal of license for 1280 kc., 1 kw., D & N; unlimited. WMIS, renewal of license for 1490 kc., 250 w; unlimited. WGRM, renewal of license for 1240 kc., 250 w; unlimited. (Dec. 9).

WFLA, Tampa—CP for 970 kc., 5 kw; unlimited; DA-night (Dec. 11).

WLW, Cincinnati—Modification of license for 700 kc., 50 kw. N, 500 kw. D; unlimited; using W8XO transmitter. (Jan. 8).

Arturo a Fan

ARTURO TOSCANINI, noted conductor, is an average radio listener who writes a fan letter when a program pleases him, WOV, New York, discovered last week. Ettore Manfredi, "Happy Vagabond" on an early morning record show in Italian on WOV, received a spontaneous note from the Great Maestro himself, expressing "all my admiration". The note was in longhand, a rarity as it is known that Toscanini seldom writes his notes, usually dictating them to a secretary.

WPB Drawing Program To Limit Civilian Goods

A THREE-WEEK study of simplifications in consumer goods that have taken place since the outbreak of war is now underway, the WPB announced last week, with a view toward further standardization of production. The survey is under Irvin O. Wolf, consultant to the Deputy Director of Civilian Supply, and a member of the Civilian Supply Inventory Committee.

According to the WPB, the survey is the "first step" in carrying out a request of James F. Byrnes, Director of Economic Stabilization for a vigorous program for simplification and standardization of consumer goods. In addition to eliminating frills and wasteful practices, the program would promote concentrated production of a relatively few types of goods of standardized quality, design and price.

WBT Tower Damaged

IN THE WAKE of tornado winds and severe electrical storms, the top section of the tower of WBT, Charlotte, toppled to the ground at 7:08 o'clock the night of Dec. 1, causing Manager Jess Willard and station engineers to battle wind, rain and mud to complete emergency repairs and return the transmitter to operation at almost full efficiency about three hours after the accident. No other time was lost, WBT reports, and work was immediately begun to repair the damaged section.

THE NEW PLANT of the National Union Radio Corp. at Lansdale, Pa., was formally opened last week with impressive ceremonies in which Army and Navy officers participated. A subsidiary of the Philco Corp., the new plant, 40,000 square feet in area, will produce electronic tubes for military purposes. After the war, the plant will produce tubes for television.

Network Accounts
All time Eastern Wartime unless indicated

New Business

ADAM HAT STORES, New York (men's hats), on Mon., Dec. 14, 10:15 p.m., will sponsor Ray Robinson-Al Nettlow boxing bout on 127 BLUE stations. Agency: Glickman Adv., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Fri., Dec. 18, 10 p.m., will sponsor Beau Jack-Tippy Larkin boxing bout on the full MBS network. Agency: Maxon Inc., N. Y.

Renewal Accounts

CARNATION Co., Milwaukee (condensed milk), on Jan. 4, 1943 renews *Carnation Contented Program*, on 63 NBC stations, Mon., 10-10:30 p.m. Agency: Erwin, Wasey & Co., N. Y.

F. W. FITCH Co., Des Moines (shampoo), on Jan. 3, 1943 renews *Fitch Bandwagon*, Sun., 7:30-8 p.m. on 131 NBC stations. Agency: L. W. Ramsey Co., Davenport.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Dec. 28 replaces *Against the Storm* with *Snow Village* on NBC, Mon. thru Fri., 11:30-11:45 a.m. Agency: Compton Adv., New York.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Jan. 7, 1943, shifts *Abbott & Costello* from 24 NBC stations, Thurs., 7:30-8 p.m., to full NBC network, Thurs., 10:30 p.m. Agency: Wm. Esty & Co., N. Y.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), on Jan. 4 adds 13 stations to *Art Baker—News*, making a total of 16 NBC West Coast stations, Mon. thru Fri., 10:30-10:45 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

ROUNDUP IS USED AS WINCHELL SUB

ANDREW JERGENS Co., Cincinnati (Jergens lotion), as a replacement for Walter Winchell's 9-9:15 p.m. broadcast on the BLUE Dec. 6, arranged an unusual three-way coverage of the news with a special program titled *Three Thirds of the News*. Featured were Baukhage giving the actual news developments of the week, John Gunther analyzing the same news, and Robert St. John contributing additional color.

Last Sunday's broadcast was the first the sponsor had to fill with a substitute program during the several weeks absence of Mr. Winchell, reported to be on a Government mission. Jergens did not announce whether or not the three-commentator replacement would continue.

It was reported last week that Jergens is considering sponsorship of the radio version of *Mr. & Mrs. North*, based on the stories by Frances and Richard Lockridge in the *New Yorker* magazine. The comedy show is expected to replace *The Adventures of The Thin Man* in the Wednesday 8-8:30 p.m. period on NBC, probably Dec. 30. No confirmation of this could be gotten from Lennen & Mitchell, New York, agency in charge.

ANDREW JERGENS Co., Cincinnati (Woodbury) through the agency, Lennen & Mitchell, New York, has contracted for the use of Sonovox sound effects on *Adventures of the Thin Man*, on NBC Wednesdays, 8:30 p.m.

BARBASOL Co., New York (shaving cream), on Dec. 4 starts John B. Kennedy, news commentator, on 58 CBS stations, Monday, Wednesday, Friday, 6-6:10 p.m. Agency is Erwin, Wasey & Co., New York.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

CONTINUITY CHIEF-WRITER — Excellent opportunity for young woman with thorough knowledge of continuity and good personality at Midwestern chain station. Applicants should furnish full information immediately including experience, salary expected, photo, etc. to Box 99, BROADCASTING.

ENGINEER—Male or female. Any class. Experience unnecessary. Good salary. WJTN, Jamestown, New York.

ANNOUNCER—Experienced, draft deferred. 5,000 watt midwestern network affiliate. Permanent position with opportunity for advancement to executive position. Salary open. Box 92, BROADCASTING.

First or Second-class operator—Man or woman. Experience unnecessary. Apply Box 89, BROADCASTING.

Immediate opening—For announcer able to handle daily live studio audience variety show and two hour platter-chatter program. WLAV, Grand Rapids, Michigan.

Wanted—Studio or transmitter engineer, WHIO, Dayton, Ohio.

Operator—First or second class license for regional Columbia station. Good working conditions, low living cost, fine climate. Give draft status and salary. Wire KROD El Paso, Texas.

ANNOUNCER-ENGINEER — Any ticket. Permanent. Box 98, BROADCASTING.

Wanted—An engineer by a 5000 watt CBS station in Middle West. Please state draft and marital status in first application. Write box 97, BROADCASTING.

Announcer—Married, with dependents. By five kw NBC station. Desire capable, ambitious man with minimum three years' experience. Send small photo, employment background, desired salary. Station WIS, Columbia, South Carolina.

Combination Announcer-Operator Wanted —Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

Chief Engineer—At once, permanent. Must be capable of taking complete charge of all equipment. New W.E. Give complete details. Apply to Earl Dougherty, KHMO, Hannibal, Missouri.

First or Second Class Operator—Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

ANNOUNCER—For New England basic network station. Salary $30.00, plus talent fees. Work, straight announcing for the most part. Will consider man without full experience. Send transcription comprising news, short commercials. Box 104, BROADCASTING.

WGCM, Gulfport, Miss.—Has opening for first or second class operator.

announcer—With good selling voice, capable of ad lib. Also one newscaster. These positions are not for the duration, but permanent with a growing organization, noted for its pleasant working conditions and promotion opportunities. Please send all information and photo. Box 106, BROADCASTING.

Situations Wanted

Available January First—Station Manager with wide experience. Fine record. With present company nine years. Excellent recommendations. Newspaper advertising background. Hard worker and producer. Box 100, BROADCASTING.

Situations Wanted (Cont'd)

Educational and Public Service Director—Woman: B.S. and M.A. wants position in progressive station. Experience: Three years conducting children's program—5 K.W. stations. Background-principal: County supervisor public schools. College teacher. Box 101, BROADCASTING.

Woman—Long experienced broadcasting. Excellent expressive radio voice. Copy writer, sales producer. Box 103, BROADCASTING.

Announcer-Operator — First class ticket. News, ad lib, production. Draft exempt. Rocky mountain or Western state. State salary. Box 102, BROADCASTING.

All Around Radio Man—Wants position as production man or program director. Background includes announcing, writing, programming and production. Will not be called for military service. Salary $45. Box 105, BROADCASTING.

WRITER—Commercials, scripts. Major network experience. Original programs air experienced on 50,000 watt outlet on specialized programs. Draft exempt. Copy, references, picture available State salary, please. Box 90, BROADCASTING.

Operator—First class. Available January. No combinations. Box 87, BROADCASTING.

Salesman—Five years' network experience. Excellent references. Draft exempt. Available now. Box 91, BROADCASTING.

CHIEF ENGINEER—5000 watt station—Desires position offering greater responsibility. 15 years experience qualifies for work in either broadcasting or shortwave system. Age 34, Draft 3A. Box 95. BROADCASTING.

Clever, resourceful college woman—Experienced promotion, publicity, merchandising, seeks difficult job, commensurate remuneration. Make offer. Box 88, BROADCASTING.

Salesman—Good experience, references, over 40, 3A. Four dependents, qualified for Commercial or Station Manager. Starting minimum $75 weekly with future. Box 93, BROADCASTING.

FIRST CLASS LICENSEE — With two years' experience desires position with progressive station. Transmitter, control, remote, operating, maintenance, and installation experience. RCA, Collins, and Composite equipment. 4-F. State location, salary, hours, and local living conditions. Box 107, BROADCASTING.

Wanted to Buy

One Good Used Portable Recorder—Preferably Presto Y-2 or similar. Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Station KLO, Ogden, Utah.

For Sale

Power Supplies—Modulator units for 250w transmitter. Amertran deluxe transformers. Photographs, specifications. Box 94, BROADCASTING.

GETTING YOUR SHARE—Of free publicity for your local or network shows? In "HOW TO BUILD THE RADIO AUDIENCE", famous Agency Radio Head Doug Connah gives 1000 tested, audience building ideas for "writing program publicity that newspapers print", "using the sponsor's dealer organization", "a sprinkle of space ads", etc. Pub. at $3.00. $1.98 for your free exam. (Send no money). Only 37 copies available. SALES RESEARCH ASSOC., 31 E. 27 St., N.Y.C. (Tel. Mu 5-1449).

Radio's Tallest!

HERE'S another tall story—and this time it's WPAT, Paterson, N. J., which claims it has the tallest program director in radio. Henry (Hank) Miller, by name, is 6 feet, 7 inches in his stocking feet, and in his shoes, he's just "out of this world", his fellow workers claim.

Seek Air School Manuals

REPRESENTING a 30% increase over last year's requests, the *CBS School of the Air of the Americas* program has already received 142,258 requests for teachers' manuals, according to Leon Levine, assistant director of education of CBS, who stated that it was the largest number of queries in the 12 years the program has been on the air.

SONTAG DRUG Stores, Los Angeles (chain), in a special 30-day local campaign which started Nov. 23, is sponsoring a six-weekly quarter-hour newscast on KFVD, that city. Firm in addition sponsors locally the five-weekly quarter-hour BLUE program, *Baukhage Talking*, on KECA. Agency is Milton Weinberg Adv. Co., Los Angeles.

Clair Hull to Agency

CLAIR B. HULL, manager and commercial manager of WDZ, Tuscola, Ill., on Dec. 15 will join Ferry-Hanly Co., Kansas City, as account executive, working on that agency's radio accounts. Mr. Hull is part owner of WDZ, whose operations are directed by Edgar L. Bill, manager and chief owner of WMBD, Peoria, one of the chief stockholders.

AP

KVEC, San Luis Obispo, Cal.

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Al Carmona,
Program Director.

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BROADCASTING FOR RESULTS!

Retail Promotion Receives Support

200-Station Mark Is Neared; Executive Group Named

INDUSTRY-WIDE campaign to raise $150,000 for a promotional plan designed to increase radio retail revenue moved a step closer to realization with the pledges of almost 200 stations received by the NAB at the end of last week.

According to Paul Morency, WTIC, Hartford, chairman of the retail promotion plan committee which met last Monday in Chicago, support of the plan has been pledged last week by the 8 CBS owned and operated stations, KMOX KNX WABC WBBM WBT WCCO WEEI WJSV and by the 6 NBC operated stations, KOA KPO WEAF WMAQ WRC WTAM.

Committee Enlarged

At the Chicago meeting the retail promotion plan committee was enlarged to 13 members with the addition of Robert E. Bausman, WISH, Indianapolis; Gene L. Cagle, Texas State Network; C. L. McCarthy, KQW, San Francisco; Oliver Runchey, KOL, Seattle; Kenneth Hackathorn, WHK-WCLE, Cleveland. The other members include Mr. Morency, Sherman Gregory, WEAF, New York; Dietrich Dirks, KTRI, Sioux City; Arthur Hull Hayes, WABC, New York; Walter Johnson, WTIC, Hartford; John M. Outler Jr., WSB, Atlanta; William C. Gillespie, KTUL, Tulsa and Sheldon R. Coons, business consultant who will be in charge of the projected promotion.

An executive committee that could be convened either in New York or Washington on short notice on problems that necessitate immediate action was appointed. Members are Messrs. Morency, Hayes, Gregory, Outler, Bausman and Hackathorn. All attended the one-day Chicago session except Mr. Gillespie, whose plane was grounded.

The committee reclassified the scale of individual station contribution for participation in the plan. The original classification ran from $25 for stations with gross revenue under $15,000 to $250 for stations grossing between $90,000 to $99,000 and then jumped to $500 for stations whose gross was between $100,000 and $200,000. This latter classification has been revised as follows: stations with $100,000-$125,000 gross revenue pay $325; $125,000-$150,000 pay $400; $150,000-$200,000 pay $500. The tariff for stations between $200,000 and $500,000 remains $600 and $750 for over $500,000.

TRAINED since last May, 30 women have been hired by Braniff Airways as radio operators to replace that number of men detached for flight and ground communications.

Army Simplifies Setup of Radio Branch To Centralize Operation in Washington

PURSUANT to the broad-scale reorganization of the Army Public Relations Bureau effected under the direction of Maj. Gen. Alexander D. Surles, bureau chief, the Army's radio branch has been streamlined, with centralization of operations in Washington.

Lt. Col. E. M. Kirby, who organized the radio branch, retains his status as chief. Maj. Jack Harris, formerly of WSM, Nashville, was named executive officer and second in command of the radio branch. Commissioned in the Specialists Corps last October, just before its abolition, Harris last week was appointed to the Army of the United States with rank of captain, in view of Army age specifications. He is 30.

Three Sections

The reorganized radio branch constitutes three sections, as against seven under the former organization. Its functions—handling of all domestic Army radio matters—remain substantially the same. Radio matters related directly to troop morale have been transferred to the Special Service Branch, under Maj. Tom Lewis. The latter branch recently took over production of *Cmmand Performance*, transcribed program for overseas forces. Glenn Wheaton, writer and producer of the program, likewise has shifted to Special Service.

Capt. Hal Rorke, former assistant publicity director of CBS, is chief of the placement section. Capt. Frank Pellegrin, former NAB Director of Broadcast Advertising, is in charge of the radio branch planning section. Jack Joy, erstwhile West Coast producer and musical director, formerly with Don Lee, is in charge of the broadcast service section.

Under the main centralization program, effected last October by Gen. Surles, the New York office of the Bureau of Public Relations was discontinued. The radio branch no longer maintains a regular office there, though Willis Cooper, writer and producer of *The Army Hour*, is still headquartered at 9 Church St. to handle that program alone. All other New York activity involving radio is handled through Washington headquarters.

Maj. Harold Kent,, formerly in charge of radio for the Chicago public school system, has been transferred from the radio branch to the review branch of the public relations office. Lou Cowan, *Quiz Kid* originator, who has served as consultant of the radio branch and liaison officer with the OWI overseas branch, is now permanently connected with the latter organization in charge of the overseas forces division and as an assistant to OWI Assistant Director Robert Sherwood.

Maj. Watson Abroad

Maj. Brooks Watson, former executive office of the radio branch, has been assigned to the European theatre of operations, handling radio public relations. Capt. Rankin Roberts, formerly of Texas State Network, is on duty as radio public relations officer of American forces in China.

The West Coast office of the Radio Branch, in Hollymood, is being continued under the direction of Robert C. Coleson.

W. J. HERBERT, producer and announcer of CBR, Vancouver, with Canadian Broadcasting Corp.'s reporter, Peter Stursberg, and CBC engineers, F. B. C. Hilton and Clayton Wilson, have just completed an aerial trip of Canadian Pacific coast defenses, making recordings for a new CBC program feature *Wings Over the Pacific.*

Drawn for BROADCASTING by Sid Hix

"So You See, Kiddies, Santa Was Drafted and I'm Taking His Place!"

NETWORKS PREPARE FOR BOWL PICKUP

THE Rose Bowl game, annual New Year's Day football event in Pasadena, Cal., will again be covered exclusively by NBC, which has a five-year contract for broadcasting rights to the game. While the three other major networks are scheduling similar New Year's Day football broadcasts on a commercial basis, NBC's coverage is not available for sponsorship.

Gillette Safety Razor Corp., Boston, will sponsor the Cotton Bowl game (Georgia Tech vs. Texas U. on Mutual; the Sugar Bowl game (Tulsa vs. Tennessee) on the BLUE, and is lining up CBS stations to cover the Orange Bowl game.

This will be the third year the BLUE has broadcast the Sugar Bowl game under Gillette sponsorship, this time using from between 90 and 130 stations. The full Mutual network will be used for the Cotton Bowl game, while the number of CBS outlets to be used is not yet set. Agency for Gillette is Maxon Inc., New York.

Mutual has again secured exclusive broadcasting rights for the Hialeah racetrack events in Florida, which take place during the Christmas season. No particular broadcasts have been scheduled, the network planning to cover as many of the races as possible on the full station lineup. Bryan Field will be sportscaster for the event, which will be aired on a sustaining basis.

Gilchrest Enters Navy; Wife Takes Bond Post

MARJORIE L. SPRIGGS, formerly director of women's and children's programs for the radio section of the Treasury War Saving Staff, has been promoted to chief of the radio section, Vincent F. Callahan, director of press and radio for the Treasury, announced last week. Miss Spriggs will succeed her husband, Charles J. Gilchrest, who resigned from the post last week to accept a commission in the Navy.

Mr. Gilchrest had been with the Treasury since opening of the Bond and Stamp campaign in April 1941. Formerly he had been with Radio Features Inc. as general manager for Earl Ferris and before that news and special events director of WBZ-WBZA, Boston and for ten years radio editor of *The Chicago Daily News.* Miss Spriggs, well-known in New England radio circles, had been publicity director of WBZ-WBZA, Boston-Springfield, and publicity and continuity editor of WORL Boston.

M-G-M Blue Series

FIRST network series sponsored by a film company was started Nov. 30 when Metro-Goldwyn-Mayer Studios launched its five-week five-minute program, *The Lion Roar*, on 56 BLUE stations, Monday through Friday, 7-7:05 p.m. (EWT), with West Coast transcribed repeat, 6:25-6:30 p.m. (PWT). Series features *Col. Stoopnagle*, aided and abetted by Fred Uttal, announcer. Donahue & Coe, New York, services the account for Loew's Inc., parent organization of MGM.

What are the facts about the CONSUMER COOPERATIVE MOVEMENT?

Just how important are they? Does the cooperative movement work for or against the consumer? How deeply are women's organizations . . . labor organizations . . . farm organizations . . . interested in the consumer movement? What is its possible future?

To seek an answer to these perplexing questions, WLW some months ago established a fellowship at the Graduate School of Arts and Sciences of the University of Pennsylvania. Under the direction of the Marketing Department, Instructor Charles W. Lewis spent a year investigating the consumer movement in all its forms in the Ohio Valley.

Mr. Lewis' authoritative study is just being completed by the University of Pennsylvania Press. When published, it should throw revealing light on the subject which has recently caused so much controversy in the advertising field.

"The Consumer Movement in the Ohio Valley" will be published by the University of Pennsylvania Press in January. Advance copies may be reserved by writing to WLW, Crosley Sq., 140 West 9th St., Cincinnati, O.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION